FULL-TIME MBA
GOIZUETA BUSINESS SCHOOL
One-Year Class of 2016
Program Size: 62
Average GPA: 3.5
GMAT 80% Range: 560–710
Average of Years Worked: 6
Women: 40%
Minority: 16%
International: 16%

Two-Year Class of 2016
Program Size: 178
Average GPA: 3.3
GMAT 80% Range: 620–730
Average of Years Worked: 5
Women: 30%
Minority: 10%
International: 43%

OUR WORLD-CLASS BUSINESS EDUCATION is built on the pillars of a rigorous curriculum, a dynamic global city, and an intimate learning environment. Although we have nearly a century of business experience, our story continues with you. LET'S GET STARTED.
EMORY UNIVERSITY’S GOIZUETA BUSINESS SCHOOL is where futures begin. Our three-part approach provides rigorous, relevant academics in an intimate learning environment and access to key connections in a thriving business hub.

Build a tolerance for ambiguity. Apply your course work to real-world situations. Develop the soft skills necessary to be a powerful leader. This formula for success creates Day One Readiness — the confidence you need to maximize your influence.

Your commitment to Goizueta is returned by a tight-knit community dedicated to helping you succeed. Your classmates as well as faculty, alumni, and supporters stand ready to help you blaze your trail. Nurture this network and create lifelong relationships you’ll rely on, professionally and personally.

Learn more about our Top 25 program: emory.biz/WhyFullTime
A focus on long-term success over short-term profits can carry you quite far. For Roberto C. Goizueta, the pursuit of success took him from being a Cuban exile with $40 in his pocket to personifying the American dream as chair and CEO of The Coca-Cola Company. During his 16-year tenure, he increased Coke’s value from $4 billion to $145 billion, while earning the company the title of “America’s Most Admired Corporation” from Fortune magazine.

Throughout his life, Roberto Goizueta was driven by his curiosity, intellectual courage, and integrity. Honored with his name, his philosophy that “business schools today cannot just reflect business the way it is — they must teach business the way it will be” has formed the cornerstone of our evergreen educational approach. Anchored by our core values of Courage, Integrity, Accountability, Rigor, Diversity, Team, and Community, we’ve propelled Goizueta Business School into the top ranks of institutions for principled leaders.

Roberto Goizueta is recognized as one of the most impactful business leaders of the 20th century. His life stands as a shining example of what can be accomplished through strategic vision, skilled leadership, and hard work. We are looking for those who can continue his legacy. Join us and become a proud member of a community that is dedicated to advancing his values.

Get inspired by the Goizueta legacy: emory.biz/Legacy

“WE IN BUSINESS DO HAVE A CALLING. WE HAVE A CALLING TO REWARD THE CONFIDENCE OF THOSE WHO HAVE HIRED US, AND TO BUILD SOMETHING LASTING AND GOOD IN THE PROCESS.”

—ROBERTO C. GOIZUETA

VISION.
YOU WON'T SACRIFICE ANY PART of your MBA experience by participating in Goizueta’s One-Year Program. The accelerated pace was designed to propel you back into the workforce sooner. You start in May with an intense summer of core business curriculum and end with the Global Selective — an optional, international academic experience. This approach preps you to join your Two-Year Program classmates in the fall and provides two semesters of electives.

Our curriculum provides every advantage of a traditional MBA track in 12 months. International travel opportunities, more than 90 full-time elective options, and the ability to customize your path — all are part of Goizueta’s One-Year MBA Program.

See if the One-Year Program is right for you: emory.biz/OneYearMBA
GOIZUETA DEANS WERE among the first to question what skills students needed upon graduation and used this knowledge to revamp the traditional business school curriculum. This means you complete your core coursework by the end of the fall semester, followed by five electives in your second semester. By getting the fundamentals early, you are well equipped to answer any complex question.

Your remaining semesters at Goizueta are open to explore. Leverage your business acumen with electives in your future field or choose classes in areas that spark your curiosity. Both approaches help you excel in your internship — the best way to get a foot in the door of your next career move.

For those students pursuing a career switch following their MBA, our approach leaves you fully prepared. You’ll confidently navigate ambiguous business problems and be ready to tackle whatever challenges you face.

FUNDAMENTALLY DIFFERENT

GOIZUETA BUSINESS SCHOOL

GOIZUETA DEANS WERE among the first to question what skills students needed upon graduation and used this knowledge to revamp the traditional business school curriculum. This means you complete your core coursework by the end of the fall semester, followed by five electives in your second semester. By getting the fundamentals early, you are well equipped to answer any complex question.

Your remaining semesters at Goizueta are open to explore. Leverage your business acumen with electives in your future field or choose classes in areas that spark your curiosity. Both approaches help you excel in your internship — the best way to get a foot in the door of your next career move.

For those students pursuing a career switch following their MBA, our approach leaves you fully prepared. You’ll confidently navigate ambiguous business problems and be ready to tackle whatever challenges you face.

Andrew Garfrerick
Two-Year 14MBA

“Management Practice is an essential component of Goizueta’s world-class curriculum, and my experience in the core courses as well as Financial Valuation truly enhanced my skills as a team player and problem solver. I continue to leverage the structured problem solving and research skills that are an integral part of the Goizueta experience. These are precisely the skills students come back to business school to sharpen.”

Read more about our Two-Year MBA: emory.biz/TwoYearMBA
THE CORE CLASSES OF YOUR FIRST SEMESTER at Goizueta will build the muscle needed for our rigorous program. This preparation is achieved by stacking all of your critical course work up front. At the end of your first semester, you will have built a foundation of robust business fundamentals with courses like Data and Decision Analytics and Professional Development. This means you get more electives sooner. Five electives in your second semester, to be exact. With this competitive advantage you can contribute on day one of your internship or full-time job. Yes, it’s intense. But our intentional front-loaded approach creates the momentum you’ll need to tackle your MBA. We call it “Day One Readiness.”

YOU’LL CALL IT THE GOIZUETA DIFFERENCE.

Read more about our curriculum: emory.biz/DayOneReady
A GOIZUETA MBA IS CUSTOMIZED to be the perfect fit for you. So when you come to explore areas like finance, accounting, or healthcare, we encourage you to broaden your experience with courses such as social enterprise or marketing analytics. Enhance your skill set with classes relevant to your goals and interests by choosing from more than 20 concentrations.

Because your electives start in the second semester, you can broaden your knowledge with up to 15 electives. Learn outside the classroom with our many extracurricular options. Leave your mark through the Goizueta Business Association, celebrate what makes you unique in our affinity groups, or get early career exposure by joining a professional organization like the Goizueta Consulting Club or International Business Association.

IT'S YOUR MBA. DESIGN IT WITH SUCCESS IN MIND.

FULL-TIME MBA CONCENTRATIONS

FINANCE
- Alternative Investments
- Corporate Finance
- Capital Markets
- Real Estate
- Investment Banking

MARKETING
- Brand Management
- Business Development
- Marketing Consulting
- Marketing Analytics

ORGANIZATION AND MANAGEMENT
- Strategy
- Entrepreneurship
- Leadership
- Management Consulting
- Global Management
- Healthcare
- Social Enterprise

ACCOUNTING
- Financial Analysis
- Global Financial Reporting
- Professional Accounting

INFORMATION SYSTEMS AND OPERATIONS MANAGEMENT
- Decision Analytics
- Business Tech Management
- Operations Management
- Business Process Consulting

See more options to customize your MBA: emory.biz/FullTimePath

Michael Larem
One-Year ISMBA

"Goizueta has shown me a wide range of different approaches and new ways to think about business problems. In each of our classes we are encouraged to think about these problems in new ways. In one of my elective classes, we looked at current technological developments and future trends. Exposure to different ways of thinking across the curriculum challenges us to come up with our own ideas."

Leena Murthy
Two-Year ISMBA

"I came to Emory as a dual MBA/MPH candidate with a background in health care consulting. At Goizueta, I felt I could tailor my MBA experience to fit my needs, and that’s exactly what I’ve been able to do. I’ve participated in several case competitions — winning one — interned in both hospital and insurance settings, and completed a directed study at Emory Healthcare. I’ve already landed my dream job for postgraduation."

TAILOR MADE SUCCESS
Michael Alley
Two-Year 15MBA

A CFA, Michael arrived at Goizueta after working as an investment analyst in the world of fixed-income trading, leveraged finance, and private equity. He wanted to solidify his leadership skills, and got the chance to do just that when JB Kurish tapped him, a prior student in his Financial Valuation and Managerial Finance classes, to be his chief of staff and head teaching assistant for the valuation class. The client, Osprey Corp., was a third-generation, family-owned business that had never before been valued. In mentoring Kurish’s students, Michael got just what he bargained for, and more. “In many ways, the teaching assistant experience connected to my reasons for returning for my MBA — credibility, authority, and emotional intelligence as a leader,” he says. Michael’s turn at Goizueta has proven to be a wise choice — sure to make his own stock rise even higher in the future.

Learn more about the MP sequence: emory.biz/FullTimeMP
Charlie F. Goetz
Senior Lecturer in Organization & Management
Distinguished Lecturer, Entrepreneurship

Charlie Goetz has more than 15 years of experience developing, launching, and growing entrepreneurial ventures. He has started and built nine new companies across industries including banking, healthcare, broadcasting, sports, real estate, and advertising. He’s been awarded three patents and numerous copyrights, and remains actively involved in new business investment. Each year, he invites a group of successful investors to evaluate his students’ business plans and new venture pitches, with the goal of helping students hone their skills for big payoffs. This high-stakes exercise gives Goizueta grads the knowledge necessary to bet big and emerge as winners.

Masayuki Matsumura
Two-Year ISMBA

A native of Japan, Masayuki Matsumura was sponsored by Mizuho to pursue his MBA. He chose Goizueta because its small size allows students to get to know each other — and faculty — on a more substantive level. “In my directed study course with Professor Goetz, I was able to develop my own app-based business idea. The course was instrumental not only in helping me develop the website and app, but in teaching me how to leverage relationships with both faculty and staff, which will help me in my new position at Mizuho in NYC. My key criterion for choosing a school was whether I could learn a great deal inside and outside the classroom, and Goizueta was clearly the best choice for me.

 OUR WORLD-CLASS FACULTY SCHOLARS DON’T JUST DELIVER in the classroom. They are also mentors who help you along after exams are over. Dedicated to your pursuit of success, our prestigious and accessible professors help you analyze and weigh your options. This combination of valuable learning and personal support is often hard to come by in the business world. Yet it’s just another hallmark of the powerful and accessible Goizueta education.

With one of the country’s lowest business school student/faculty ratios, our faculty is able to work with you one-on-one as you set the overall direction for your career. When you’re ready, these advisers will coach you on your best shot at success. 

RELAX.
THEY HAVE YOUR BACK.

RELAX.
THEY HAVE YOUR BACK.

OUR WORLD-CLASS FACULTY SCHOLARS DON’T JUST DELIVER in the classroom. They are also mentors who help you along after exams are over. Dedicated to your pursuit of success, our prestigious and accessible professors help you analyze and weigh your options. This combination of valuable learning and personal support is often hard to come by in the business world. Yet it’s just another hallmark of the powerful and accessible Goizueta education.

With one of the country’s lowest business school student/faculty ratios, our faculty is able to work with you one-on-one as you set the overall direction for your career. When you’re ready, these advisers will coach you on your best shot at success.

Read other student profiles: emory.biz/TwoYearSpotlight
In the world of business, change doesn’t just happen; it is often the result of intentional efforts and powerful insights, like those created by Goizueta faculty. An accomplished team of thought leaders across areas and functions, our scholars don’t just teach business, they make it. Their research findings regularly impact the way the marketplace acts and reacts, causing them to be seen as world-class change agents. With their knowledge in your corner, imagine how much it will change you.

From asset pricing, to cloud computing and social media measurement, to social enterprise outcomes, their effect on the business world is impressive. Discover how you too can make an impact both through theory development and practice. At Goizueta you don’t have to choose between what you know or who you know — and that’s just how we like it.

Meet Goizueta’s faculty and read more about their research: emory.biz/Faculty

Ramnath Chellappa
Associate Professor of Information Systems & Operations Management
Caldwell Research Fellow

Nearly 20 years ago, Ram Chellappa was one of the first people to foresee the future of the Internet, helping to coin the phrase “cloud computing.” His expertise lies in the study of electronic markets, pricing, digital goods, and the economics of information security and privacy. His research on digital product piracy has been widely published in leading journals and his work has received best paper awards at premier conferences.

Chellappa uses analytical modeling, empirical modeling, and social network analysis in his research. “Much is changing about data — both in its acquisition and analytics. The volume and variety of data is undergoing an Internet-fueled growth. While advances in computing power, business analytics, and cloud computing are moving from model to product level, models to understanding individual profiles,” he says. “At Goizueta, we pride ourselves on teaching students how to collect and analyze this data through decision-theoretic, data-driven approaches to business.”

Associate Editor of Management Information Systems Quarterly, Chellappa also works closely with industry on managerial aspects of information technology. He serves as an expert witness on a number of technology-related cases and also consults for the entertainment industry, particularly on the digitization of media.

A Goizueta faculty member since 2005, Chellappa earned his PhD at the University of Texas, Austin and was founding director of the Electronic Economy Research Lab at USC, where he served on the faculty of the Marshall School of Business from 1997–2005.
WHERE BUSINESS GETS PERSONAL

Wendy Tsung
Associate Dean and Executive Director
MBA Career Management Center

“Goizueta MBA students thrive in class and beyond. This highly collaborative approach to success has a lasting impact for them and their employers. The CMC’s dedication to personalized career guidance perfectly complements Goizueta’s tailored curriculum. These resources will help you grow into a powerful asset and commanding leader.”

AT GOIZUETA, EVERYONE IS COMMITTED TO YOUR SUCCESS.

Before you reach campus, our Career Management Center (CMC) begins working to understand your goals and needs. With this up-front insight, the CMC moves you through career preparation to round out your business education experience.

Career management at Goizueta isn’t an afterthought. It’s an integral part of your degree. With one-on-one assistance from our talented CMC staff, your career journey begins with a clear end in sight. Through self-assessments and the help of career coaches, you’ll begin to understand your strengths, challenges, and passions before the first day of class.

Your dynamic Professional Development course provides tips and insights to help you showcase your talents at interviews, networking events, and even in your elevator pitch. Throughout the program, the CMC fuels your momentum by connecting you with alumni and recruiters.

Learn more about the CMC’s strategy: emory.biz/FullTimeCareerStrategy
AS YOU HONE YOUR NEW BUSINESS SKILLS, we create situations where you’ll use them to experience success. Our career process is enhanced by practical preparation to help maximize the power of your new network. With the help of the CMC and alumni connections, you’ll customize your career search to find the job that’s right for you.

Test your new skills during Goizueta Career Connection (GCC). This hallmark career program features a “Meet Your Future” session — an afternoon of experiential learning and small-group discussion with select companies. Network with leaders in consulting, marketing, finance, healthcare, and other areas.

Those pursuing an internship will participate in Career Week TREKs. Hosted at companies around the globe, students are face-to-face with key contacts in their desired field. Fortified by national career fairs and dozens of on-campus company presentations, it’s obvious how your Goizueta network can help you find not just your next job but a lifelong career.

The value of your Goizueta MBA is evident by the many recruiters who want to hire you. Need proof? Every student seeking a summer internship has received an offer 11 out of the last 12 years. And we’re No. 1 in the country for MBA employment. How’s that for a measure of success? 🍀

Read Goizueta’s latest Employment Report: emory.biz/TwoYearEmployment

IN THE BUSINESS OF GETTING RESULTS

100% PERCENTAGE OF STUDENTS RECEIVING INTERNSHIPS IN THEIR AREA OF INTEREST

98% PERCENTAGE OF STUDENTS RECEIVING JOB OFFERS WITHIN THREE MONTHS AFTER GRADUATION

#1 GOIZUETA’S NATIONAL Rank FOR MBA EMPLOYMENT THREE YEARS IN A ROW

PERCENTAGE OF STUDENTS RECEIVING INTERNSHIPS IN THEIR AREA OF INTEREST

PERCENTAGE OF STUDENTS RECEIVING JOB OFFERS WITHIN THREE MONTHS AFTER GRADUATION

GOIZUETA’S NATIONAL Rank FOR MBA EMPLOYMENT THREE YEARS IN A ROW

PERCENTAGE OF STUDENTS RECEIVING INTERNSHIPS IN THEIR AREA OF INTEREST

PERCENTAGE OF STUDENTS RECEIVING JOB OFFERS WITHIN THREE MONTHS AFTER GRADUATION

GOIZUETA’S NATIONAL Rank FOR MBA EMPLOYMENT THREE YEARS IN A ROW
LEARN

BY EXPERIENCE.

LEAD

BY EXAMPLE.

BUILDING BUSINESS ACUMEN MEANS MORE THAN JUST LEARNING FACTS AND FIGURES. You have to develop the right people skills too—and those don’t always come easily. At Goizueta, we’ll train you to identify and empower the leader within.

For retired Lieutenant General Ken Keen, “leader” isn’t a title. It’s a mindset. Prior to joining Emory, Keen served for 38 years in the army, working at posts in Latin America, Egypt, Germany, and Pakistan. He was also responsible for leading the largest targeted military relief-based effort in US history following the 2010 earthquake in Haiti. As head of our transformative Goizueta Leader Development Program, his approach helps you learn to lead a team and be an equal partner. The program’s holistic curriculum includes lessons and experiences in negotiation, team building, peer coaching, and relationship management to help you develop more emotional intelligence. Your newfound skills are put to the test navigating the Leaders’ Reaction Course at Fort Benning, Georgia. (Think that’s no sweat? It’s also part of the training of all officer candidates in the US Army.)

Want to prove you can take charge? Apply to the GALA (Goizueta Advanced Leadership Academy) program. Designed to deliver hands-on, in-depth experiences, this program takes a group of Goizueta students through individual and team leadership situations and concludes with an adventurous capstone challenge like our 2014 sailing excursion in the British Virgin Islands.

For those ready to take charge of aspiring leaders, join the Goizueta Leadership Coaching Fellows Program. Working with executive coaches, fellows develop understanding and practice and enhance their skills in providing individual and team performance feedback through one-on-one sessions with first-year MBA students.

It’s not enough to learn leadership; you have to put that knowledge to work. As a Goizueta MBA, you’ll walk away understanding when and how to lead.

Learn more about our stand-alone initiative: emory.biz/Leader

Chris Luders
One Year 14MBA

“My classroom, extracurricular, and professional experiences at Goizueta have helped me to redefine my own view of leadership. I now see leadership as not simply managing a team of people, but empowering them to act ethically and perform at a high level. I’ve learned that an effective leader must be able to view situations through many different lenses.”
WHERE BUSINESS GETS DONE

THRIVING AND VIBRANT, THE CITY OF ATLANTA IS A HARD-DRIVING BUSINESS HUB. It’s No. 3 in the nation for Fortune 500 headquarters and some of industry’s biggest influencers are homegrown – The Coca-Cola Company, Delta Air Lines, Equifax, The Home Depot, and Turner Broadcasting, to name a few. And, as the No. 1 city for young entrepreneurs, it’s a great place for startups.

As home to the busiest airport in the world, Atlanta is also your gateway to business nationand worldwide. It’s a two-hour flight away from 80 percent of the US population and dispatches flights to more than 150 US cities as well as to 50 countries, each day.

Atlanta is generating buzz in the business world. In 2014 Forbes named it a Top 5 Best City for Female Founders as well as one of the Top 25 Best Cities for Millennials. The powerhouse American Express Open listed it as a Top 4 Metro for Economic Clout. Atlanta’s 10 largest black-owned companies had total revenues of $1.2 billion in 2014.

With more than 5.3 million people and more than 148,000 businesses in the metro Atlanta area, you can see where business goes when it needs to get done.

Read more about Atlanta’s business heft: emory.biz/AtlantaBusiness
As one of the 10 largest cities in the nation, Atlanta offers everything you need to make it feel like home. Enjoy bicycle-friendly neighborhoods, welcoming people, and outdoor festivals all year long, plus many locally owned shops and restaurants — these are just a few of the reasons you’ll love life here.

No other big city packs quite so much variety into a single metropolitan area. Atlanta’s globally acclaimed arts and culture scene is guaranteed to inspire. Top attractions include the Grammy Award–winning Atlanta Symphony Orchestra, the High Museum of Art, the Atlanta Ballet, and the Tony Award–winning Alliance Theatre. Atlanta is also home to Piedmont Park, a 189-acre greenspace with nearly 200 years of history, as well as six professional sports teams, the annual HBCU Atlanta Football Classic, and the world’s largest 10K road race. Speaking of setting world records, the city also boasts the largest aquarium (with more than 500 species of sea life), the largest drive-in restaurant, and the busiest airport. And thanks to its many trend-setting restaurants, you’ll find delicious dishes around every corner.

The cost of living here is low but the number of benefits is high. Whether you stay for just your MBA or choose to make Atlanta home, this city provides everything you need.

Read our profile in Delta Sky magazine: emory.biz/AtlantaLife
BEGIN WITH THE END IN MIND

YOU’VE HEARD THE LINE
“You’ll only get out what you put in.” At Goizueta, you’ll give it your all — and so will we. Our full-time MBA program is top-ranked by BusinessWeek, Financial Times, The Economist, and US News & World Report. We know what it takes to seek greatness. Start your MBA pursuit focused on what matters — and end it with access to a lifetime of benefits.

Learn how we partner with you: emory.biz/FullTimeMBA

133,000+
NUMBER OF EMORY ALUMNI WORLDWIDE

160
NUMBER OF STUDENT LEADERSHIP OPPORTUNITIES FOR GOIZUETA MBAS

Top 20
GOIZUETA’S RANK FOR POST-MBA SALARIES (BUSINESS WEEK SCHOOL RANKING)

3.7
AVERAGE “YEARS TO PAYBACK” FOR GOIZUETA MBA GRADUATES” (SOUTHERN QUEST SURVEY, SCHOOL AVERAGES)

#1
GOIZUETA’S NATIONAL RANK FOR MBA EMPLOYMENT THREE YEARS IN A ROW

*PAYBACK, AS DEFINED BY FORBES, INCLUDES THE OPPORTUNITY COST OF FORGONE COMPENSATION, TUITION, AND FEES
Your impact on tomorrow begins today — but you have to take the next step.

Fuel your future with a Goizueta MBA.

Start your application: emory.biz/Apply
### Application Deadlines for 2015–2016

<table>
<thead>
<tr>
<th>Round</th>
<th>Application Deadline</th>
<th>Notification</th>
<th>Deposit Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round 1</td>
<td>October 9</td>
<td>December 3</td>
<td>December 18</td>
</tr>
<tr>
<td>Round 2*</td>
<td>November 13</td>
<td>January 28</td>
<td>Feb 22 (One-Year and ALL International)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>April 11 (Two-Year Domestic)</td>
</tr>
<tr>
<td>Round 3**</td>
<td>January 8</td>
<td>March 3 (Domestic)</td>
<td>March 25 (One-Year)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>March 11 (International)</td>
<td>April 11 (Two-Year)</td>
</tr>
<tr>
<td>Round 4</td>
<td>March 11</td>
<td>April 29</td>
<td>May 13</td>
</tr>
</tbody>
</table>

*Preferred deadline for One-Year MBA applicants, international applicants, and applicants interested in consideration for top named scholarships

**Final deadline for general merit-based scholarships

### Ways to Connect with Us

**Full-Time MBA Open House**
Join us Saturday, October 3, 2015, for our Open House event. Meet current students, discuss our program, and experience a class simulation. Unable to attend? Register online for the webcast.

**Campus Visits**
Join us for a day and experience our community firsthand. While you’re here, attend an MBA class, lunch with current students, and tour the campus.

**Goizueta Networking Receptions**
Meet us in a city near you and engage with alumni, staff, and current students in select locations.

Register for an event by visiting emory.biz/FullTimeEvents.

goizueta.emory.edu/FullTimeMBA