A FORMAT TO FIT

OPEN NEW DOORS. A globally recognized 19-month hybrid MBA with an innovative, business-friendly schedule, designed for senior executives and accomplished professionals.

Study with the same top faculty and earn the same Emory MBA degree as in our acclaimed Full-time and Evening MBA Programs — all in 19 months, studying on campus, with a schedule that respects your life.

STUDY AT ONE OF THE WORLD’S GREAT UNIVERSITIES

BROAD BUSINESS ACUMEN, BUSINESS-FRIENDLY HYBRID FORMAT

BE THE LEADER OTHERS ASPIRE TO BE

FORM LIFETIME BONDS WITH ACCOMPLISHED EXECUTIVES AND RENOWNED FACULTY

GREATER SUCCESS IS WITHIN REACH.
EMORY UNIVERSITY
As one of the most highly regarded research universities in the world, Emory has a reputation based on the scholarly achievements of its world-class faculty, accomplished students, top-ranked schools and colleges, and more than 70 cutting-edge research centers — all placing our school among the 20 best colleges as ranked by U.S. News & World Report.

In addition to its international reputation, one of Emory’s greatest strengths lies in the diversity of our students, faculty, and staff. As a community, we value differences and offer a variety of organizations, events, and programming that enables you to utilize your unique talents.

Emory’s professional schools, which include medicine, nursing, public health, graduate, law, business, and theology, contribute leaders across industries. The university’s partnerships — with organizations such as The Carter Center, with its commitment to human rights and the alleviation of human suffering, and the Centers for Disease Control and Prevention — create an environment of purpose and inquiry that inspire students.

GOIZUETA BUSINESS SCHOOL
Created in 1919 as one of the nation’s first business schools, our influence extends across the U.S. and around the globe. Our MBA programs consistently rank in the top 25 in the world among major publications including Businessweek, The Economist, U.S. News & World Report, and Forbes.

Fortified by a prestigious reputation and recognized for excellence in finance, strategy, and leadership, Goizueta Business School gives you the edge to succeed in an ever-changing world. We provide rigorous, relevant academics; intimate learning; accessible, acclaimed faculty; and key connections in Atlanta’s thriving business hub.

The rigor and relevance that defines Goizueta Business School begins with our approach to faculty research, where cutting-edge knowledge — developed in and outside of Emory — informs what happens in our Modular MBA for Executives classroom.

ROBERTO C. GOIZUETA
Our namesake was one of the great business leaders of the 20th century. During his 16-year tenure at The Coca-Cola Company, Roberto Goizueta increased its value from $4 billion to $145 billion — ensuring its place among “America’s Most Admired Corporations,” as listed by Fortune. While building the business, Goizueta also contributed substantially to the progress of Emory and the business school.

Throughout his life, Goizueta was driven by curiosity, intellectual courage, and integrity. We are honored to share his name and live out his values, which form the cornerstone of our educational approach and are fundamental to our mission to educate the best of tomorrow’s leaders.

William G. Goizueta
Former Chairman and Chief Executive Officer of The Coca-Cola Company (1981–1997)

WILL WE HAVE THE COURAGE AND WISDOM TO BUILD A SCHOOL DISTINCTIVE IN ITS ABILITY TO ADD VALUE TO SOCIETY?"
A BROADER PERSPECTIVE

PROGRAM AT A GLANCE

19 MONTHS
OCTOBER TO APRIL
CONCENTRATED. EARN YOUR EMORY MBA IN 19 MONTHS, DELIVERED IN A CURRICULUM FORMAT THAT IS TAILORED TO RISING/SENIOR EXECUTIVES AND ACCOMPLISHED PROFESSIONALS.

8 ON-CAMPUS RESIDENCIES
SUNDAY–SATURDAY, SPACED 10 WEEKS APART
FACE-TO-FACE ON-CAMPUS. STUDY ON CAMPUS, EXPERIENCING THE VIBRANT LEARNING CULTURE OF A GREAT UNIVERSITY, WITH ACCESS TO EMORY FACULTY, STUDENTS IN OTHER ACCLAIMED MBA PROGRAMS, AND MANY OF EMORY’S CENTERS OF EXCELLENCE.

ONLINE + ON-CAMPUS FORMAT
CONTINUE TO HAVE A HOME AND WORK LIFE OUTSIDE OF SCHOOL
INNOVATIVE (25%/75%) FORMAT. THE FLEXIBILITY OF AN ONLINE PROGRAM WHILE MAINTAINING GOIZUETA’S INTIMATE CLASSROOM EXPERIENCE AND INDIVIDUAL ATTENTION. DURING RESIDENCIES, TAKE THE LODGING OPTION AND STAY IN THE SAME HOTEL AS YOUR CLASSMATES TO DEVELOP THE DEPTH OF YOUR NETWORK FURTHER.

GENERAL MANAGEMENT FOCUS
DRAW CONNECTIONS ACROSS ALL BUSINESS DISCIPLINES
FOCUSED GENERAL MANAGEMENT CURRICULUM. OUR CURRICULUM IS DESIGNED TO EQUIP YOU WITH STRATEGIC PERSPECTIVE AS A KEY DECISION MAKER.

2 OFF-CAMPUS IMMERSIONS
MID- AND END OF PROGRAM
EXPERIENTIAL. TWO OFF-CAMPUS IMMERSIVE EXPERIENCES, ONE GLOBAL AND THE OTHER ON THE WEST COAST, PROVIDE YOU WITH CONTEXT FOR A ‘DEEP DIVE’ INTO AN EMERGING AREA OF BUSINESS PRACTICE. CONSULT WITH A LEADING ORGANIZATION ON A CRITICAL BUSINESS ISSUE AS PART OF OUR RENOWNED GOIZUETA IMPACT COURSE.

MODULAR MBA FOR EXECUTIVES COURSES

BUSINESS FOUNDATIONS
ACCOUNTING
• FINANCIAL REPORTING AND ANALYSIS
• MANAGERIAL ACCOUNTING

BUSINESS ECONOMICS
• ECONOMIC ANALYSIS FOR MANAGERS

DATA AND ANALYTICS
• BUSINESS ANALYTICS

FINANCE
• MANAGERIAL FINANCE
• CAPITAL MARKETS AND COST OF CAPITAL

INFORMATION SYSTEMS & OPERATIONS MANAGEMENT
• DECISION MODELING (ONLINE)
• SIX-SIGMA AND PROCESS IMPROVEMENT (ONLINE)

LEADERSHIP (MODULES)
• EXECUTIVE INSIGHTS
• LEADERSHIP AND TEAMWORK
• ORGANIZATIONAL CHANGE AND TRANSFORMATION
• LEADERSHIP ETHICS

MARKETING
• MARKETING MANAGEMENT

MARKETING MANAGEMENT
• LEADING PEOPLE AND ORGANIZATIONS
• STRATEGIC MANAGEMENT

ELECTIVES (2 OR MORE)*

FINANCE
• MERGERS AND ACQUISITIONS
• ALTERNATIVE INVESTMENTS

INFORMATION SYSTEMS & OPERATIONS MANAGEMENT
• OPERATIONS MANAGEMENT
• TECHNOLOGY AND ADAPTIVE SYSTEMS

LEADERSHIP (MODULES)
• EXECUTIVE INSIGHTS
• LEADERSHIP AND TEAMWORK
• ORGANIZATIONAL CHANGE AND TRANSFORMATION
• LEADERSHIP ETHICS

MARKETING
• CHANNEL STRATEGY AND B2B

ORGANIZATION AND MANAGEMENT
• ENTREPRENEURSHIP

HEALTHCARE MANAGEMENT (MODULES)
• BUSINESS OF HEALTHCARE
• HEALTHCARE STRATEGY
• PUBLIC POLICY AND HEALTHCARE

EXPERIENTIAL LEARNING
• PUBLIC POLICY AND BUSINESS IMMERSION

RAM SUBRAMANIAN / 18MEMBA
Assocate Professor of Surgery and Medicine, Medical Director of Liver Transplantation, Emory University

“As medical director of liver transplantation at Emory University, I am involved with one of the leading programs in this field of medicine. In transplantation medicine, the success of a liver transplant program is dependent on executing the right strategy in a very competitive environment. The Modular MBA for Executives Program provided me an ideal means to acquire the knowledge and skill sets in healthcare business administration, in a format compatible with my busy schedule. My coursework will prove invaluable in my establishing Emory’s center as one of the premier centers of its kind in the nation.”
BUSINESS-FRIENDLY FORMAT FOR BOTTOM-LINE RESULTS

A HYBRID STRUCTURE THAT DELIVERS MAXIMUM IMPACT. Emory’s Modular MBA for Executives Program is one of the more innovative curricula of its kind. The structure provides a flexible yet comprehensive program, using a mix of online learning coursework and rigorous in-person classwork that delivers a rich academic experience made manageable for busy executives.

During the course of 19 months, you will experience two styles of learning environment. In-person residency periods make maximum use of your time with faculty and classmates, and personal development sessions are designed to improve your business acumen and hone your managerial instincts. The eight, weeklong, on-campus sessions span five semesters and bring together your entire cohort to immerse you in a lockstep, general management curriculum. Through a strategic pairing of classes designed to build on one another and your experience, you will maximize your learning through interconnectivity, stimulating peer-to-peer conversations, dynamic group meetings, and invaluable career coaching. Complementing these classes is an array of leadership and professional experiences — from global speakers to interactive learning opportunities — all aimed at helping you translate your learning into actionable next steps.

During your time away from campus, your knowledge base will continue to grow through our distance learning sessions. You and your classmates will stay plugged in through online class sessions and digital modules that augment your in-person learning and facilitate ongoing skill development. Furthermore, you’ll use engaging conference tools to participate in group meetings and professional development options with our career services team. Through this convenient format, you’ll manage your study, weekly deliverables, and online exams and still have time for your life at work and home.

Your Modular MBA for Executives experience blends classroom learning with corporate exposure and cohort engagement, creating an unparalleled educational environment. Our unique, comprehensive program builds business leaders for today, tomorrow, and the future. Your fellow students and our faculty stretch and support you, both as a student and going forward. The relationships that you will forge with your accomplished classmates and alumni will provide you with advisers for years to come.

STRUCTURE OF A MEMBA TERM PERIOD

Eight weeklong, on-campus residency ‘modules’ augmented by distance learning in between lets you focus fully on your classes when you’re here and gives you time to practice/implement what you’ve learned and re-engage with your life when you’re not. Two immersive experiences, one global and one on the West Coast, provide you with context to take a deep dive into an emerging area of business practice.

» PREWORK (3 weeks) is time for you to prepare for the two courses ending and two courses beginning during the upcoming on-campus residency.

» The ON-CAMPUS RESIDENCY (1 week) runs from Sunday to Saturday. Students complete two courses the first half of the week and start two new courses the second half. Co-curricular activities take place during lunches and evenings and include leadership speakers, team meetings, career management seminars, and networking activities.

» The DISTANCE PORTION (5 weeks) of a course consists of five weekly online class sessions. Each session, for students’ convenience, is taped and available by request.

» For courses that conclude with an EXAM or TERM PAPER (1 week), there is a built-in week dedicated to preparation and completion of the requirement.
With a journalism and medical background, Kadri had experience working with Fortune 500 companies managing public affairs and communication around the world. He had always traveled internationally for work and managed various global businesses. However, he knew an MBA would catapult him to the next level and chose the Modular MBA for Executives Program because of its flexibility with his schedule.

“I was representing my company in more than 90 countries. With such a hectic travel schedule, a flexible MBA program wasn’t a desire; it was a necessity. With nicely scheduled residency terms every eight to 10 weeks, I knew when I should be in Atlanta and was able to plan all my work-related travels and commitments accordingly. Despite frequently having a seven-hour time difference from the rest of my classmates, the blended learning format enabled me to be a strong contributor and fully utilize the collaborative nature of the program.”

Not only was Kadri able to gain a business perspective, he was also able to share his global perspective with his classmates. Even while jetting across different time zones, Kadri was able to complete his MBA as well as the Business of Healthcare Seminar Series, an optional concentration available to healthcare professionals. In this way, he embarked on a new chapter in his career as vice president, Global External Affairs – where all his skills came together.
GO DEEP AND WIDE ALL AT ONCE. Designed to broaden your perspective by giving you concentrated exposure to business issues on global, national, and individual levels, our Immersion offerings deliver a unique executive-level understanding in areas most valuable to your career’s success. Prepare to take intense, deep dives into an area of business that transcends functions and industries, allowing you to apply the perspective and tools gained from your Business Foundations coursework to emerging business issues. Immersion options include:

> WEST COAST BUSINESS PRACTICES IMMERSION We leverage Goizueta’s network for a five-day immersive study trip designed to challenge how you think about technology and what is possible through it, and to develop entrepreneurial perspective in your thinking.

> GLOBAL BUSINESS PRACTICES IMMERSION A 10-day, immersive global study trip led by our expert faculty gives you firsthand knowledge about global business opportunities, challenges, and risks — including economic, political, social, and cultural issues of multinational business.

> PUBLIC POLICY AND BUSINESS IMMERSION Get an insider’s look at the decision-making processes of the U.S. government and government entities, with our optional five-day immersion in Washington, D.C., where you learn how to anticipate, influence, and respond intelligently to government initiatives.

> GOIZUETA IMPACT Practice implementing the theories, frameworks, and communications skills learned in the program by helping an organization solve a pressing business problem, with an eye toward applying these skills to your unique business situation.

“The Modular MBA for Executives has an outsized representation in the list of Goizueta Business School’s most successful alumni, which is a testament to its selectivity and to how its graduates have leveraged their degree. Many graduates describe the program as transformational, spurring them onto higher levels of accomplishment.

Our experience in delivering online learning is second to none; indeed, the modular program was one of the world’s first MBA programs to include a significant online learning component. Our innovative format, in which students alternate periods of intense on-campus study with online learning, all within a 19-month program, allows them to realize a work/life/school balance not found in other leading MBA programs.”
BE THE LEADER YOU WOULD FOLLOW

STRENGTHEN YOUR LEADERSHIP ACUMEN AND PERSPECTIVE. At Goizueta Business School, creating dynamic leaders is infused into every aspect of what we do. Through tools and insights, you’ll not only achieve your leadership goals, you’ll find and hone your authentic leadership style.

- LEADERSHIP SKILLS FOR PERSONAL AND PROFESSIONAL MASTERY. There is a big difference between developing “people skills” and growing your leadership prowess. Uniquely, our curriculum takes your invaluable business and personal experiences and incorporates personal assessments, coaching, and coursework with an academic focus on facilitating holistic leadership growth. Your learning centers on four key areas of leadership: cognitive, behavioral, emotional, and relational — and is designed for you to better understand how leaders manage themselves, their teams, and the organizations they lead in order to drive positive change. Our talented faculty provide countless opportunities for you to learn and practice being a leader, inside and outside of business.

Hone your ability to identify and manage your own emotions and those of others — your emotional intelligence. Are your values clear to yourself and to others? Do you live your espoused values? Do you stand on principle? Do you show individualized concern for those you lead? Do you practice inclusive leadership? Will you speak up? Will you stand alone? Will you do what is right rather than what is easy?

Our Leadership Practice courses give a well-rounded view of what it takes to excel and drive a business forward in real-time, and our focus on integrated experiential opportunities lets you practice being a resilient leader in real life.

- THE GIFT OF FEEDBACK. Being an effective and supportive member of a team is a critical component of success in the Modular MBA for Executives Program. Our 360-feedback instrument, developed by our leadership faculty specifically for this program, provides you regular peer assessments throughout the program. Get insights into leadership style and performance in team situations that can be applied on your job.

Our team coaches — leadership coaching professionals, individuals with extensive senior leadership experience, and business psychologists — help you and your team identify strengths and opportunities with an eye toward better performance in team situations on the job.

NAVIGATING THE COMPLEXITIES OF LEADERSHIP

“My work addresses the critical personality and interpersonal factors linked to leadership effectiveness. I focus on areas of emotional intelligence such as self-awareness, self-management, empathy, and social skills. Psychodynamic work issues — including organizational anxiety, stress, and defenses — easily can impair the performance of leaders and their teams.

Recent research I undertook with fMRI, conducted in an executive MBA program, indicates that strategic thought entails at least as much emotional intelligence as it does IQ. In other words, the highest-functioning leaders not only conceive great plans for their businesses; they also understand their impact on those who will implement them.”

— RICK GILKEY, Professor in the Practice of Organization and Management, Goizueta Business School; Associate Professor of Psychiatry, Emory University School of Medicine
MODELS YOU CAN ROLE WITH

GOIZUETA LEADER-IN-RESIDENCE PROGRAM
After teaching you the core values that drive principled, effective leaders, we put that leadership training into action. One aspect of that is our Leader-in-Residence (LIR) program, which includes key thought leaders who share their path with you; they also will be candid about where you excel and where you can improve. LIRs guest-lecture in classes, meet with students about career- or management-related issues, and participate in panels. Select LIRs from 2016–2017 include:

DAGMAR BOGGS / 15MEMBA
President, Global 7-Eleven, The Coca-Cola Company
Boggs leads the executive relationship with 7-Eleven’s global business on behalf of The Coca-Cola System. She partners with 7-Eleven to identify strategic, mutually beneficial short-term and long-term growth opportunities for the retailer by leveraging The Coca-Cola Company’s global brands, network, marketing programs, and capabilities.

TONY CHARAF / 94WEMBA
Former SVP and Chief Cargo Officer: President, Technical Operations/ MRO, Delta Air Lines
Under Charaf’s leadership, Delta Cargo outperformed the industry in revenue and volume and improved operational performance despite a challenging freight-industry landscape. Charaf has been described as having immeasurable impact on the airline Delta is today — especially its unique culture. A staunch and well-respected leader, he has been a champion for Delta people throughout his career and has epitomized servant leadership and Delta’s core values.

H. JAMES DALLAS / 94WEMBA
Former SVP, Quality and Operations, Medtronic
With extensive experience as a change agent in large domestic and international corporate settings, Dallas successfully has implemented more than 15 transformational and turnaround initiatives, 20 acquisition integrations, five operations/quality shared service centers of excellence, and three innovation centers. He has more than 30 years of experience in general management/business operations roles as well as CIO positions.

CLYDE TUGGLE / SVP, Chief of Public Affairs and Communications Officer, The Coca-Cola Company
The early stages of Tuggle’s extensive career, which has involved senior management roles in Central and Eastern Europe, included managing external affairs and communications for the office of the chairman under Roberto C. Goizueta. In that capacity, he was intimately exposed to Goizueta’s values and perspectives.

‘C’ WHAT YOU CAN SEE. Learn from industry leaders who share their experiences and leadership perspective in the classroom and as part of the broader Modular MBA for Executives Program audience.

MARVIN ELLISON / 05MEMBA
CEO, JCPenney
Ellison rose up the ranks in Target before moving to Home Depot, where he was instrumental in cleaning up the supply chain. Described by Fortune as “the CEO Who’s Reinventing JCPenney,” Ellison has made it his practice to be in touch with the people on the front line, in stores.

RONEN NISSENBAUM / 07MEMBA
VP of Operations for Luxury Hotels, Americas, Hilton Worldwide
A specialist in opening large, complex projects as well as high-end, luxury properties, Nissenbaum — whose past positions include CEO of the Plaza Hotel in New York — has full P&L responsibility for all Hilton’s luxury properties, including the Waldorf Astoria, Conrad, and Canopy–owned and -managed hotels.

SPEAKERS FROM THE 2016–2017 ACADEMIC YEAR WHO PROVIDED C-LEVEL PERSPECTIVE INCLUDE:

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"I was looking to gain an advantage among my peers, and the Modular MBA for Executives Program answered that need."

KEVIN SCOTT | 15MEMBA
Senior Vice President, Merchandising
The Home Depot

Kevin started at The Home Depot in high school and has had a successful, 28-year track record in progressive roles including as an executive over store operations, merchandising strategy, and merchandising execution in all U.S. stores. He was already an outstanding leader, with equal performance in many different areas of business such as operations management, human resources management, product innovation and strategic planning, and portfolio management.

"At the level I had attained at The Home Depot, the competition was fierce; I was looking to gain an advantage among my peers, and the Modular MBA for Executives Program answered that need."

Kevin runs a large organization, so leadership is critical to his success and that of his business. He was always experienced in motivating employees to “see the big picture” while achieving maximum performance, but through his MBA experience, he wanted to make sure he also created an atmosphere where employees could thrive and do their best.

"I had demonstrated leadership to good ends, and in a number of challenging situations, in my business; however, the Modular MBA for Executives Program gave me the means to understand leadership from the ground up — its academic, experiential, and reflective components — such that I now have a deeper, broader understanding of this quintessential skill."

Kevin gained the credentials and extra skills he needed to lead his business to success, in the process becoming a standout leader in a Fortune 500 company.
BUILD YOUR BOARD OF DIRECTORS

LEARN FROM EXPERTS AND INFLUencers. Expertise means so much more than just knowledge. It means possessing an energy, business insight, and forward-looking point of view, and Goizueta Business School’s got it in spades.

Our world-class faculty are thought leaders across their fields, not content to stand behind a lectern and teach. Their breadth and depth of knowledge keep them active specialists in their arenas, solving problems and influencing decisions for some of the top businesses in the nation. They are committed to sharing their experience with working professionals.

The value to faculty of working with business people is that they can actively blend students’ experiences, perspectives, and actual work challenges into daily teaching, creating more relevant and meaningful discussion and learning. Add to this that our students learn across a broad offering of topics, and you’ll find an ideal environment for optimal knowledge acquisition and application.

Encompassing the perfect blend of knowledge, research, and experience, Goizueta faculty demonstrates an unmatched spirit for mentorship. For personalized academic and career advice, look no further than our prized and accessible faculty, who are dedicated to your success.

ROB KAZANJIAN
Strategy
Course taught: Strategic Management

Kazanjian is a professor of organization and management, as well as the vice dean for programs. Prior to joining Emory in 1988, he was a faculty member at the University of Michigan. He has been a visiting professor at the Ames Tuck School of Business at Dartmouth College.

Kazanjian’s research focuses on the formulation and implementation of strategy and the management of change in large, diversified firms, and he has authored numerous articles in leading scholarly journals. He is the coauthor/coeditor of Strategy Implementation: Structure, Systems, and Process and the Search for Organic Growth. He has consulted with firms such as General Electric, General Motors, The Home Depot, Exxon, and SunTrust.

Kazanjian has received 13 teaching awards from Emory students, including the Adler Prize for Excellence in Teaching, which honors a faculty member’s ability to combine outstanding teaching with innovation in the classroom and relevance to real-world problem solving over a three-year period. He is one of the field’s great case teachers.

ON CAMPUS OR OFF, IT’S CALLED BEING ACCESSIBLE

“My course is the capstone, occurring in residencies #7 and #8; we tie it all together. It is important that I stay connected to the class along their entire journey, and I make it a point to be there in every residency. Many of our alumni leaders in the technology space call themselves "S.O.B.s," or Students of Benn. The collective power of this group far exceeds the sum of its parts.”

— BENN KONSYNSKI, George S. Craft Distinguished University Professor of Information Systems and Operations Management

SANDY JAP
Business Marketing
Course taught: Business Marketing

A member of the marketing faculty since 2001, Jap arrived at Goizueta following six years on the faculty of the MIT Sloan School of Management, where she taught in the MBA program and several executive programs. She is a cofounder of the Emory Marketing Analytics Center and has been visiting faculty at the University of Pennsylvania’s Wharton School.

Jap’s research centers on B2B relationship management and partnering strategies; channels of distribution and routes to market; supply-chain management; and e-procurement. She teaches channel strategy and business marketing. Partnering with the Frenemy is her most recent book.

Jap has won numerous awards for her impact on the field of marketing, and her work has received significant attention in practice. She is currently a member of the American Marketing Association’s Board of Directors and chair of its foundations, in which capacity she encourages excellence and investing in the marketing discipline’s diversity and social-responsibility efforts.

CHARLIE GOETZ
Entrepreneurship
Course taught: Entrepreneurship

Goetz joined Emory in 2001. As a senior lecturer in organization and management, he teaches a series of entrepreneurship classes. Goetz earned his bachelor’s degree at Emory University, a master’s degree from the university of Texas, and has more than 20 years of experience in developing, implementing, and growing entrepreneurial ventures. His books on the topic include The Great Entrepreneurial Divide and So You Want to Start a Business?

Known as a “serial entrepreneur,” Goetz is also a prolific mentor for students and alumni across the school, introducing many to the resources necessary for developing, funding, and launching their business ideas. He is regularly interviewed by local and national media—including CNN, NPR, and Fox News—on small business and entrepreneurship topics.
WHO YOU SURROUND YOURSELF WITH MATTERS. The Modular MBA for Executives Program brings together a group of talented, successful, mid-level to senior executives and professionals so you learn together side-by-side in a collaborative learning environment. This means you’re surrounded by experienced individuals who thrive on personal accountability and outstanding results. Your classmates have achieved success across a myriad of industries, businesses, and functions around the world, providing an expansive mindset that boosts your in-person learning, not to mention your professional and leadership development.

Your experience is further enhanced by accomplished faculty skilled at drawing out the best and most diverse perspectives in the room. Through robust dialogue in a collaborative and supportive environment, you will find a great home for your learning — and your unique ideas — to be amplified.

SEE THE WORLD—DIFFERENTLY. Your Modular MBA for Executives class includes students who have lived and worked abroad or currently do so. The global cultural and business knowledge that these students add to their classmates’ experience cannot be overstated.

Through the Global Business Practices immersion, students will learn about business culture in different parts of the world and how businesses interact with the U.S. in order to judge the challenges and opportunities that lie ahead.

In this interconnected world, successful leaders understand international business. Our students grasp that reality, not just by learning from the diverse student makeup and course studies, but also through case studies and classroom discussions. At Goizueta Business School, you gain international, real-world experience inside and outside the classroom through international modules that explore current topics within the context of international settings such as Brazil, Argentina, China, Hong Kong, Japan, South Africa, and Vietnam.

No matter where you are from or where you want to go, this global focus presents a welcoming, diverse, and international experience that shows you how to learn, live, and lead in a global world.

EXECUTIVE WOMEN OF GOIZUETA

Executive Women of Goizueta (EWG) is an affinity group composed of alumnae and current students across all Goizueta Business School programs. Members work to empower each other, building and extending their knowledge and resources to create a community that facilitates, promotes, and inspires personal and professional leadership for Goizueta women. EWG hosts a variety of annual events designed to help Goizueta women encourage each other to remove barriers, promote diversity, and develop into stronger leaders. Annual events include a speaker series featuring business and academic experts, Cocktails at Bloomingdale’s — which includes a fashion show and fundraising — and the capstone event: the annual Advancing Women in Leadership conference. Female students in the Modular MBA for Executives Program definitely will want to take advantage of the networking and relationship opportunities available through EWG.
“I knew that if I wanted to help transform the healthcare industry, I needed to understand the language of business.”

DR. WILLIAM COOPER | 13MEMBA
Medical Director, Cardiovascular Surgery
Wellstar Health Systems

William’s unique background included being a military veteran, cardiothoracic surgeon, and Emory professor. After he was appointed as the medical director, even with his vast experience in healthcare as an esteemed surgeon, he found himself struggling to master the acumen he felt he needed to contribute fully on the business side of planning and operating discussions.

“I realized early on that healthcare wasn’t just a medical field. Healthcare touches on every discipline — operations, finance, management, and marketing — it’s as much business as it is science and art. I knew if I wanted to help transform the healthcare industry, I needed to understand the language of business.”

William’s values and leadership expertise were grounded in his diverse personal, professional, and military experiences, which includes leadership, team building, motivation, program development, value-based healthcare, strategy, and care-delivery reform. Not only was he able to share this wide range of expertise with his classmates; he also was able to cull from the experience and ideas of his peers, who were key leaders in their industries.

“At Goizueta, it was just as valuable to discuss solutions and problems with people as it was to work on the various cases — inside and out. The program’s diverse and rich environment allowed me to discuss creative solutions and apply those to real problems.”

With the MEMBA program, William was able to contribute in operating discussions, add value to his business, and inject viable solutions in the healthcare industry.
SUPPORTIVE COMMUNITY

WORK-LIFE-SCHOOL BALANCE @ EMORY
The eight on-campus residency weeks are a focused living-and-learning environment. We take care of the logistical details so that your attention is on your studies. In between, when you’re home, you can concentrate on work and family while you complete the distance-learning components of your coursework, much of it on your time.

SUPPORT FOR STUDENTS
We take care of the details so that you can focus on your studies. Our dedicated Program Office takes care of the program particulars while also anticipating the challenges you will face.

Recognizing how the program affects your life, the Program Office will:
» Distribute all program materials, including course packs, textbooks, and e-books.
» Schedule selected optional, precourse bootcamps.
» Act as a liaison between students and faculty.
» Coordinate arrangements for your off-campus, West Coast, and global immersions.
» Create the master schedule.
» Act as your registrar, enrolling you in your courses.
» Arrange on-campus meals.
» Take care of accommodations for those choosing the lodging option.
» Manage billing and process your tuition payments.
» Provide moral support as you make your way through the program.

INTEGRATED WITH YOUR LIFE
Bounce houses and ball pits, face painters, dining at area restaurants, bowling nights, cruises, trips to the aquarium: while you won’t find these listed on the academic calendar, these special events provide partners and families of students with opportunities to become more familiar with the Modular MBA for Executives Program.

JOSE BRAVO | 17MEMBA
Product Management Specialist
Volkswagen of America

“The Modular MBA for Executives Program helped me leverage my professional and leadership skills in order to be the ideal candidate for the automotive original equipment manufacturers I had targeted. It also opened up a vast network where I was able to find the right contacts to learn about the companies and positions.

By virtue of my degree, I received several offers from the leading global automotive groups and accepted a position with Volkswagen Group of America. The program more than equipped me with the skills to excel in my new role and has afforded me joy of contributing to an industry I am passionate about.”

Visiting campus for lunch with the class or for an evening gives your partners and families a better understanding of where and how you’re spending your time in the program. Some programming is planned for the whole family; others aspects of it offer the chance to spend time with a partner, spouse, or close friend. Partners and families also can stay with students choosing the residency option on regular program nights. And, different from many leading executive MBA programs, partners are welcome to accompany you on the off-campus immersions and participate in nonacademic activities.

In addition to planning the programs for partners and families, the Modular MBA for Executives Program staff provide support for a wide range of work and family issues. They get to know students and their families personally, becoming an integral part of your community.
"Having thrived in this program, it is a logical extension to bring all that I can, by way of executive insight, to current students."
WHY CHOOSE GOIZUETA?

A DEGREE THAT KEEPS GIVING

INVEST IN YOURSELF, INVEST IN YOUR FUTURE

A Goizueta MBA starts paying dividends the day you arrive. No matter what direction your career takes, our Modular MBA for Executives Program has a significant and lasting impact on everything you do. Not only will you gain the management skills to be a nimble and flexible leader, you’ll have lifetime career services and an expansive alumni network to rely on — beginning with your cohort and extending to the larger Goizueta and Emory communities.

You’ll leave Goizueta with the power and prestige of an Emory degree. You’ll graduate knowing how to navigate your future confidently. Time, money, and talent are all part of your biggest investment. Invest in yourself.
The university is committed to maintaining an environment that is free of unlawful harassment and discrimination. Pursuant to the university’s commitment to a fair and open campus environment and in accordance with federal law, Emory cannot and will not tolerate discrimination against or harassment of any individual or group based upon race, color, religion, ethnic or national origin, gender, genetic information, age, disability, sexual orientation, gender identity, gender expression, veteran’s status, or any factor that is a prohibited consideration under applicable law. Emory University welcomes and promotes an open and genuinely diverse environment.