EMORY UNIVERSITY GOIZUETA BUSINESS SCHOOL’S MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA) imparts strong technical and quantitative training plus comprehensive business acumen, all within a top 20 business school. Specifically built for individuals who wish to speak the combined language of technology, business, and data – our newly-created program produces business data scientists skilled at serving in any function, organization, or field.

Our innovative MSBA program offers you:

• Learning delivered through a multi-disciplinary curriculum integrating business, data, and technology

• Access to faculty with deep academic knowledge and extraordinary industry experience

• Small, intimate learning community guided by both academic and industry mentors

• Interactions with leading companies and executives who provide real-world, data-intensive projects

• A top 20 business school in the thriving cosmopolitan business city of Atlanta

If you are ready for an exciting career in business analytics, Goizueta’s MSBA program provides the perfect start.
INFINITE
INTO
INSIGHTS
EMORY UNIVERSITY
As one of the highly regarded research universities in the world, Emory has a reputation based on the scholarly achievements of its world-class faculty, high-achieving students, top-ranked schools, and more than 70 cutting-edge research centers — all placing our school in the top 25 best colleges by *U.S. News & World Report*.

Every year, the University maintains the perfect balance between transformative research and stellar academics. Home to about 15,000 students, Emory offers a wealth of undergraduate and graduate degree programs, arts and entertainment opportunities, research and community service programs, and a variety of other opportunities that give you a rich university experience.

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.
“WILL WE HAVE THE COURAGE AND WISDOM TO BUILD A SCHOOL DISTINCTIVE IN ITS ABILITY TO ADD VALUE TO SOCIETY?”

— ROBERTO C. GOIZUETA
Former Chairman and Chief Executive Officer of The Coca-Cola Company (1981–1997)

GOIZUETA BUSINESS SCHOOL

Goizueta is where bright futures begin. Created in 1919 as one of the nation’s first business schools, the school’s 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 and its programs give you the edge to succeed in an ever-changing world of commerce. We provide rigorous, relevant academics; an intimate learning environment; accessible, acclaimed faculty; and key connections in a thriving business hub.

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.
GOIZUETA BUSINESS SCHOOL’S MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA) PROGRAM IS DESIGNED TO DEVELOP BUSINESS DATA SCIENTISTS. Graduates of this program will occupy that unique position in an organization that is at the cusp of business, technology, and data. The program brings together knowledge from three distinct fields of management, information systems/computer sciences and applied statistics to solve business problems. Classes begin each August and cover a wide range of current topics and provide rigorous training in the areas of data mining, machine learning, econometrics, relational and noSQL databases, text mining, data visualization, design of experiments, optimization, simulation, decision theory, consumer and human behavior.

EXPERIENTIAL LEARNING

Experiential learning is a core element of the MSBA program. You will solve business problems for member companies of our board as well as other firms from across the spectrum of verticals. You will not only use data provided by these firms but also combine firm data with other public and proprietary data including from social media. This is a one-year program. No prior work experience is required.

CAPSTONE COURSE

Consistent with other Goizueta experiential initiatives, your MSBA experience will conclude with the capstone industry project overseen by the curriculum advisory board and the faculty. The data from these firms is expected to reside in a cloud service such as Amazon Web Services or Microsoft Azure and students will combine such proprietary firm data with other private data, including social media streams (Facebook, Twitter, blogs, et cetera), and other publicly available data.

Your projects culminate on an industry day where the analysis and findings of your work will be presented directly to the firms that have shared data and expertise.

PROGRAM OVERVIEW

3 Million
Number of big data jobs opportunities projected in the US by 2018

75%
of executives companies in the US and UK actively working to increase company use of analytics

$90K
Average starting salary of recent MSBA graduates in the US
The MSBA program will begin in August.

*Course offerings are subject to change.
"There is a need for a certain kind of talent. Business problems now sit on a three-legged-stool; there is a business person, a tech person, and a data person. However, these three people have challenges communicating because they use very different languages in the workplace. This program helps to bridge the divide by empowering a new type of professional – one able to speak and operate in all business data dialects."

RAMNATH CHELLAPPA
Associate Professor of Information Systems & Operations Management
Faculty Director – MSBA Program
FACULTY MINDS FOR YOUR FUTURE SUCCESS

AT GOIZUETA, EXPERTISE MEANS MORE THAN JUST KNOWLEDGE.
It means possessing an energy, business insight, and expert point of view while creating knowledge and impacting students through teaching.

Goizueta’s world-class faculty are thought leaders in their fields and recognized as mentors and coaches across the school. Numerous faculty members have been hailed by Poets & Quants in their esteemed “40 under 40 Professors” list. Our faculty, using rigorous methodologies, focus on researching important problems across all fields that affect the practice of business.

Beyond research and awards, we boast a low “student-to-faculty” ratio, so our stellar professors are accessible to students and alumni, making time to help you decide on education and career options.

At Goizueta, we have the perfect blend of knowledge, research, and experience enhanced by mentorship that’s hard to find elsewhere. For personalized academic and career advice, our faculty are dedicated to your success.

50+ Number of academic boards and journals our faculty influence
19 Faculty hired in the past two years
JESSE BOCKSTEDT  
PhD University of Minnesota  
**Area:** Information Systems & Operations Management  
**MSBA Course:** Information Retrieval & Visualization  

Jesse Bockstedt completed his Ph.D. in Information Systems at the University of Minnesota’s Carlson School of Management in 2008. Prior to joining the faculty at Emory in 2016, Bockstedt held positions at George Mason University and the University of Arizona. Bockstedt’s primary research focus is behavioral economic issues in technology-mediated environments. His articles have been published in a number of leading journals including Production and Operations Management, MIS Quarterly, Information Systems Research, and Journal of MIS.

DEMETRIUS LEWIS  
PhD Stanford University  
**Area:** Organization & Management  
**MSBA Course:** Social Networks Analytics  

Demetrius P. Lewis joined the Goizueta Business School faculty in 2016. Lewis completed his Ph.D. in Organizational Theory at the Stanford Graduate School of Business. His research studies social and network processes occurring across organizations with a focus on venture capital and socio-political entrepreneurship. Professor Lewis’ work has been featured in outlets including the Academy of Management Proceedings. Prior to graduate school, Lewis was a Research Associate at Princeton University.

MICHAEL LEWIS  
PhD Northwestern University  
**Area:** Marketing  
**MSBA Course:** Sports Analytics  

Michael Lewis joined Goizueta Business School in July 2010. Prior to obtaining a Ph.D. in Marketing from Northwestern Lewis earned an MBA from the University of Chicago and a Master’s in Industrial Engineering from the University of Illinois. He was formerly an assistant professor at the University of Florida and Washington University at St. Louis. His professional background also includes experience at Northwest Airlines. Lewis’ research focuses on issues such as consumer response to loyalty programs, methods for customer valuation and dynamic pricing. His research has appeared in the Journal of Marketing Research, Management Science, Marketing Science, Journal of Marketing and the Journal of Retailing.
EVERYTHING ABOUT GOIZUETA’S MSBA IS DESIGNED TO ASSIST STUDENTS WITH CAREER EXPLORATION AND SUCCESS, including the opportunities we deliver before, during and after your program.

Prior to arriving on campus, you will complete a self-assessment to gain valuable insight into your personal strengths, weaknesses, and interests. This self-discovery is paired with team building and leadership development skills during your Preparatory Immersion Month – two boot camp styles academic periods where students build foundational acumen in business and technology in preparation for core courses and industry interactions.

During the fall semester your slate of courses expose you to our talented faculty and an array of classes aligned to the needs of the business world. From predictive modelling to advanced data analytics, your curriculum will build your knowledge and your network through exposure to companies and collaborative projects.

For international students, Goizueta’s designation as a STEM-based degree provides additional benefits for career achievement. In addition to the normal Optional Practical Training (OPT) period of 12 months, a STEM degree allows for a 24-month extension of post-completion OPT, offering a total eligibility of up to 36 months.

With the help of our executive director, faculty, and corporate mentors, you will develop a personalized career strategy that prepares you for success as a business data scientist in whatever industry you choose. Along with rigorous and relevant coursework, you have access to workshops, speakers, panels, and networking events specifically created to benefit your individual career development. Plus, all Goizueta alumni have lifelong access to career services and our powerful, global network.

By working with the accomplished staff and career coaches, your opportunities – and confidence – will grow in new and meaningful ways.
“My experience working at Google and my current research both involve a vast amount of industry data. This experience has made the importance of STEM education abundantly clear to me. Obtaining a STEM education through a business school endows a student with the unique ability to always keep the larger business vision in focus. Indeed, we are short on these skill sets in the United States, and so it’s no wonder the government has taken an active role through its extended OPT program.”

VILMA TODRI
Assistant Professor of Information Systems & Operations Management
Located in beautiful Atlanta, Georgia, Goizueta Business School uniquely offers the most to its students — acclaimed faculty, world-class facilities, and a close-knit community of international students — all located in one of the best cities in the world.

Diverse and vibrant, Atlanta is a thriving international business hub that is home to 18 of the world’s Fortune 500 companies and central to the biggest influencers across global industries. Recently, our city experienced a huge boom in population, opportunities, and business influence, solidifying its reputation with people looking for successful careers. Atlanta ranks as the No. 1 city for young entrepreneurs and a great place for startups. In 2015, CNBC named Georgia the “Best State to Do Business.”

Read more about Atlanta’s business heft at emory.biz/AtlantaBusiness.
Atlanta is a major gateway for people traveling from all over the globe to enjoy our unique Southern culture. Atlanta’s Hartsfield-Jackson is the busiest international airport in the world with more than 2,500 daily flights to 150 U.S. cities and 50 countries, giving our city an amazing global energy bursting with entrepreneurial attitudes, cultures, and ideas.

Even though Atlanta is one of the top 10 cities in the nation, it offers everything you need to make it feel like home. Here you can enjoy bicycle-friendly neighborhoods and outdoor festivals all year long. Rich in history and culture, our city offers some of the best sports, music, theaters, art, parks, shopping, and restaurants.

With more than 5.4 million people in the metro area and a melting pot of entertainment, businesses, and people, the city is filled with outstanding opportunities — the perfect global stage for your professional and personal success.

SELECT COMPANIES WITH ATLANTA OFFICES

- Accenture
- AT&T
- CARE
- CNN
- The Coca-Cola Company
- Deloitte
- Delta Air Lines
- General Electric
- The Home Depot
- Kimberly-Clark
- Mercedes-Benz North America
- NCR
- McKesson
- McKinsey
- Porsche North America
- Scoutmob
- SunTrust
- UPS
APPLICATION DEADLINES FOR 2017

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SUCCESSFUL MSBA APPLICANTS WILL HAVE:

• An undergraduate degree in business, engineering, computer science, math/statistics or economics
• Solid aptitude for business management
• A background that includes quantitative and/or technical training
• Exhibited a strong interest in working in a data/analytics related field
• Strong communication and interpersonal skills and the ability to work in teams

WAYS TO CONNECT WITH US

For More Information send us an email at MSBA @ emory.edu or visit us online at EMORY.BIZ/MSBA

The program is pending SACSCOC approval.

Emory University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all applicable Federal and Georgia State laws, regulations, and executive orders regarding non-discrimination and affirmative action in admissions, educational programs and employment. Emory University does not discriminate on the basis of race, color, religion, ethnic or national origin, gender, genetic information, age, disability, sexual orientation, gender identity, gender expression, and veteran’s status.