INVEST IN BETTER MONDAYS
A DEGREE THAT

YOUR CAREER IS TOO IMPORTANT TO SETTLE. Which is why Emory’s Weekend MBA for Executives Program is the perfect option for your long-term professional success. Featuring a newly designed curriculum for greater career exploration, the Weekend Program combines rigorous academic preparation with flexible areas of focus to create a degree built for your specific needs. Our business-friendly format lets high-potential executives gain the knowledge they need at their own pace, while our innovative structure provides immersive learning experiences to bring the classroom theories to life. More important, we make your professional growth the utmost priority by ensuring leadership development and career management are embedded in your program experience.

A career as impressive as yours deserves a degree as accomplished as ours. Choose Emory’s Weekend Program today and find success that will last a lifetime.

ALLAN MORRIS / 16WEMBA
Chief Operations Officer, TMG Gases

Allan chose Goizueta’s Weekend Program because he felt confident it would fortify his capabilities and help him obtain desired credentials to benefit his career.

“Emory is one of the best universities in the nation. Through the program’s rigorous curriculum and my experience with a cohort of extremely talented leaders and professors, I was able to analyze challenges from a multitude of perspectives and am now better equipped to deliver valuable business results.”

At Goizueta, Allan gained new competencies to help him analyze challenges and accessed an instant network of diverse, talented leaders who will continue to be lifelong confidants.
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 annually, 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.

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’s Weekend Program begins with core business courses, ensuring you are rooted in the fundamentals of any industry from a diverse business perspective. From there, you are able to gain depth in key business topics by specializing in one or more areas of academic focus to distinguish yourself and your career. Or, you can choose to prioritize your degree completion and graduate in less than 16 months on a schedule that fits your lifestyle.

Our innovative Weekend Program structure lets you create a program to meet your goals — no matter what they may be.

### Program Structure

**CORE BUSINESS ACUMEN**

Start with eight core curriculum courses.

- **Alternating weekends, Friday and Saturday all day**

**IMMERSIVE LEARNING OPPORTUNITIES**

Participate in Action Learning Immersions that offer intense, weekly deep-dives into critical areas of business, internationally and at home.

**CUSTOMIZABLE CONCENTRATIONS**

Choose from more than 21 electives, and apply your core curriculum learning in one or more functional and industry-based Areas of Focus. Or build your own focus in areas such as Entrepreneurship or Public Health and Business.

### Action-Learning Immersions

Immersive experiences that develop your leadership skills and complement your curricular learning

### Areas of Focus Electives

Select from more than 21 Weekend MBA for Executives electives Friday evening, Saturday morning, Saturday afternoon, or Sunday morning

### Optional Activity Highlights

- **Leadership**
- **Co-curricular**
- **Curricular**
- **Career**
“The Weekend Program structure has allowed me to pursue a double concentration in Finance and Strategy. The ability to tailor my experience was an amazing opportunity, totally unique to Goizueta.”

THOMAS SPANN | IFWEMBA
Director, Head of Sales, Travel, and Entertainment (The Americas) 
NCR Corporation

Goizueta’s Weekend Program is rigorous yet flexible to fit your lifestyle. As a result of this unique, updated structure, Thomas Spann found himself able to customize his program to gain the business skills he needed to further his career.

In addition to the customizable structure, the program gave Thomas the support he needed to take his career to the next level. When interviewing for an internal promotion, Thomas reached out to his faculty and the Career Management Center for Working Professionals (CMCWP) for guidance throughout the interviewing process as well as the compensation discussions.

‘After NCR offered me the job, my biggest concern, as an internal hire, was around receiving fair-market compensation. First, I used the strategies and skills I learned in my Negotiations course. Then the night before my salary meeting, I worked with my professor to create talking points that outlined ‘mutually shared interests’ that helped me justify my desired compensation to the company.’

In Goizueta, Thomas found a flexible program that met his needs personally and professionally.
“OFFERING THE MOST FLEXIBLE, COMPREHENSIVE, EXECUTIVE MBA EXPERIENCE IN ATLANTA, GOIZUETA’S WEEKEND PROGRAM LETS YOU BUILD YOUR COURSEWORK SCHEDULE TO FIT YOUR NEEDS AND INTERESTS.”

— DOUG BOWMAN SENIOR ASSOCIATE DEAN WORKING PROFESSIONALS PROGRAMS

IMMERSE YOURSELF IN KNOWLEDGE. Goizueta’s Weekend Program curriculum shows you a comprehensive view of how organizations operate across all areas, so you can have maximum impact on the job.

We expand your strategic thinking through rigorous and relevant teaching that outlines the whole of business and then complement this knowledge with immersive opportunities to interact with industries and functions in ways that bring your learning to life.

Begin with Core Business Acumen courses that ground you with the competence needed to succeed in today’s dynamic business world. Then, choose to deep-dive into one (or more) of our five Areas of Focus — Finance, Healthcare Management, Leadership, Strategy, and General Management — to demonstrate a higher level of expertise. These topics encompass some of our school’s key academic strengths, allowing you to leverage Emory’s worldwide reputation for excellence. In addition, we structure your experience with functional and industry-based Action Learning Immersions — our innovative approach that gives you intense exposure to pertinent challenges in the marketplace, on topics such as problem solving, public policy, and global business practices—all to facilitate your learning into practice.

Our Weekend Program curriculum offers you everything you need to tackle the toughest challenges of business and gives you an incomparable advantage of lifelong opportunities.
ELEVATE YOUR CAREER. At Goizueta, we know that making strong business decisions requires you to think comprehensively, foresee issues, and interpret data in ways that make you effective and action-oriented. The Weekend Program was designed to help you do just that. By learning from the expertise of our prestigious faculty, you can take it even deeper by focusing on one of the five Areas of Study:

- **FINANCE** Gives you exposure to a wide range of topical financial issues like micro-investment theory, economics of uncertainty, the role of financial markets and institutions, financial regulation, and corporate governance.

- **HEALTHCARE MANAGEMENT** Brings the best-in-breed frameworks and tools to the intersection of healthcare and business so you focus on the most important issues: strategic agility, managing change, and cost and quality management.

- **LEADERSHIP** Provides you ways to elevate your leadership, including skills in strategic thinking, problem solving, communication, and relationship management.

- **STRATEGY** Helps you acquire greater depth and strategic perspective through broad-based topics such as global strategy, or in a functional area such as marketing or finance strategy.

- **GENERAL MANAGEMENT** Gives you a comprehensive understanding of business from all angles as well as the analytical tools and strategic frameworks to make better decisions for your organization.

Can’t decide on a concentration? Focus on more than one or create your own focus.

Whether seeking broad knowledge, making a career switch, or wanting to expand beyond your current position, Goizueta’s Weekend Program lets you build the competency — and reputation — to take your career to the next level.

**SHARPEN YOUR EDGE**

**MIKE LYONS / 16WEMBA**
Director of Finance
The Home Depot

After years of experience in the business arena, Mike wanted to focus in Finance to ensure he learned key techniques that would help him master any job.

“During the Weekend Program experience, opportunities for learning are constantly available. To make sure I practiced the principles taught, I kept an extensive inventory of key finance topics, ranging from leadership principles to finance formulas. That way, I could reference the tools, techniques, and frameworks I needed.”

As a result of the Weekend Program and his focus in Finance, Mike felt prepared to tackle any situation.

**ANGELA FUSARO / 17WEMBA**
Co-Founder, Physician 360 and Emergency Medicine Physician
Emory University School of Medicine

For Angela, shifting from the medicine field into the business arena meant getting broader business acumen. To do this, she decided to double-focus in Entrepreneurship and Strategy.

“As a person who is pivoting and redirecting my career from one industry to another, I knew I needed to broaden my skills and utilize them in my new startup company. The knowledge expansion I receive at Goizueta gives me a newfound confidence in my business ability.”

Now, Angela feels more connected to the business world as a whole, while still learning about its various microcosms. Her unique set of courses has taught her how to approach every facet of her professional life with a business mind.

**LEANDRO WARTELSKI / 16WEMBA**
Managing Director
LW Chocolatier

The global knowledge and strategic ideas Leandro acquired during the Weekend Program were immediately applied to his job as the managing director of an international business.

“All of my Strategy courses have fostered a dynamic environment and given me the opportunity to work with professionals from around the world. The new perspectives and ideas I’ve learned during those experiences have helped me transform my business into a more cohesive and productive environment.”

The strategic skills Leandro learned throughout the program have added immediate value to his organization and provided a return on his investment from day one.

See more details to customize your MBA at emory.biz/WEMBAfocus.
**INCREASE YOUR EXPOSURE.** Designed to broaden your perspective by giving you intense exposure to business issues on a global, national, and individual level, our immersion offerings deliver a unique, executive-level understanding in areas most valuable to your career success.

» **EXECUTIVE SKILLS** Develop confidence to address marketplace ambiguity and learn how to navigate messy, unstructured problems in a collaborative manner. Acquire the people skills to deploy effective project teams and strengthen your communication skills to develop high-quality, action-oriented solutions. You also will explore critical executive topics — executive presence, crisis management, and media management — all designed to make you a more effective leader.

» **PUBLIC POLICY AND BUSINESS** An immersive, five-day seminar in Washington, D.C., designed to equip you with the ability to anticipate, influence, and respond intelligently to government initiatives. Washington policymakers teach you how the government really works, how it affects specific companies and industries, and how policy can be ethically and effectively shaped to create win-win solutions for business, government, and society.

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

Goizueta gave Bill the experience of a lifetime. His Business and Public Policy trip to Washington, D.C., provided him an up-close look at how policy influences business.

“After a week of interacting with D.C. leaders, I was left with a profound appreciation for the complexity of the political landscape and the understanding that it’s imperative for corporations to dedicate resources in furtherance of their political agenda.”

Bill’s experience of speaking directly with political leaders in Washington — on the heels of landmark legislation in the airline industry — provided him a better understanding of how his company’s interests are discussed, represented, and impacted by the government.

**BILL TRAINOR**
Flight Operations Duty Manager
Delta Air Lines

Expand your horizons with nationwide and international opportunities at emory.biz/WEMBImmersion.
Goizueta’s leadership expertise gave Mark valuable skills to perfect his executive thinking and style, empowering him to have significant impact and be a successful leader.

Goizueta, Venture Fund Consultant, Senior Analyst, Shepherd Ventures

"My experience gave me confidence to analyze and visualize any project from start to finish, identifying possible issues and challenges before taking a first step. Now, I spend less time fixing problems and more time leading my team to create innovative solutions."

Leadership at Goizueta pushed Mark to test the theories he learned with his team, leading to greater productivity and positive business results.

LEADERSHIP

Learn how Goizueta develops leadership inside and outside the classroom at emory.biz/leader.
COURTNEY CAMPBELL / 36WEMBA
Strategic Finance Officer, SunTrust Bank

In the Weekend Program, Courtney experienced enriching learning opportunities that included a trip abroad to study business in the Asian market.

"Before Goizueta, I had very limited international exposure, so my trip to Tokyo and Hong Kong was extremely eye-opening. I particularly enjoyed learning from leaders about global brand management and how the business environment in Asia differs from the U.S."

For Courtney, her studies and Asian trip solidified the global concepts she learned in class and gave her a better understanding of how multinational business strategies impact international business.
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’s got it in spades.

Our world-class practitioners are thought leaders across their fields, but unlike other schools, our faculty doesn’t just stand behind a lectern and teach. They are committed to sharing their experience with those working in the field. Their breadth and depth of knowledge keeps them active specialists in their arenas, solving problems and influencing decisions for some of the top businesses in the nation.

Goizueta faculty remark how much they love teaching working professional students because of the opportunity it provides to blend students’ experiences, perspectives, and actual work challenges into daily teaching, creating more relevant and impactful discussion and learning. Add to this that Weekend Program students learn across a broad offering of topics and concentrations, and you’ll find an ideal environment for optimal knowledge acquisition and application.

Encompassing the perfect blend of knowledge, research, and experience, our 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.
Goizueta provides every MBA student with the ability to take a leadership role in his or her own career journey — both during the MBA Program and beyond. You will have the opportunity to leverage multiple personal assessment tools as you develop and refine your career goals.

You’ll receive year-round access to our MBA Career Management Center for Working Professionals (CMCWP). This team provides one-on-one coaching, programs conveniently offered during Weekend Program lunch sessions, and networking events designed just for you. Students also have access to our experienced coaches, virtually and/or onsite, on evenings and weekends. The dedicated staff at CMCWP instructs you on the basics of networking and leverages the strength of our alumni and corporate community to design meeting opportunities around your class schedule. For students undertaking a career search during or upon MBA completion, our Advanced Career Transitions Program provides skills development, preparation workshops, and connection events to assist students in being well prepared to execute an effective career exploration.

Whatever your career goal, we are here to prepare you and support you — now and in the future.

WE'RE HERE WHEN YOU ARE. Tiffany Willis, Vice President, Operational Audit and Advisory Services, Fiserv

When Tiffany shifted her career from accounting into consulting, she knew she needed to pursue the Weekend Program if she wanted to excel. At Goizueta, Tiffany gained the skills and support she needed to stand out among her peers.

“From the very beginning of the program, I leveraged the personnel and resources in the career services. They helped me with everything — from resume review, to discussions on the best roles, to phone interview preparation, which landed me several offers.”

Owing to the skills and confidence Tiffany gained by working with the CMCWP when she finally accepted a new job in her field of choice, she knew it was the perfect one for her.
Before attending business school, Sanjoy Rath was enjoying a career as an IT professional and product developer. But he longed to have a more complete understanding of the business needs behind IT infrastructure. “I wanted to understand how business works and translates into IT requirements,” he says.

In his first semester, Sanjoy began to grasp accounting and marketing concepts, and how they relate to his professional role. His Strategy class helped him understand business on a fundamental level. It also showed him that his own professional interests lie in healthcare and education.

But what really set Goizueta apart for Sanjoy was the network he found. “Before Goizueta, my involvement in networking was limited to LinkedIn and getting to know people at work,” he says. “But at Goizueta, I connected with classmates and professors. They helped me pave the way for an appointment to several boards in Atlanta, one of which is a significant player in healthcare.”

At Goizueta, Sanjoy learned how to evaluate the maximum benefit IT development gives to a company’s bottom line — and how Goizueta’s stellar business education could contribute to his own success.
CONNECTIONS THAT COUNT

FIND A NETWORK BEYOND COMPARE. The Goizueta network is capable of providing connections around the globe. With more than 18,000 Goizueta and 137,000 Emory graduates worldwide, we have top people at world-class firms in the most desirable locations, giving you access to a business community that reaches far beyond our campus.

Unlike other programs, Goizueta is personalized and approachable from the day you step on campus. Here, you will always feel supported. By networking with classmates, faculty, and executives from the nation’s top companies, you’ll see our vibrant community at work for you every day, and you can be confident the Goizueta name is widely valued and globally recognized. Our Career Management Center for Working Professionals focuses on expanding your network and your credentials. Our commitment to helping you adapt to a changing business landscape ensures you’re not only prepared; you’re prepared to excel.

Goizueta’s Weekend Program offers a comprehensive academic experience both inside and outside the classroom. From intensive immersions, learning teams, and extensive networking opportunities to select events with your cohort’s family and partners, your Weekend Program experience will build your lifelong community.
Jolie is a perfect case of how a diverse background coupled with an outstanding academic experience can lead to sizable success. In June 2015, Jolie was named CEO of Wise Foods, the culmination of a career that spanned continents and functions including marketing, management, sales, and finance.

Even with a positive career trajectory, Jolie believed that obtaining an MBA would take her to the next level. After graduating from Goizueta’s Weekend Program, she returned to her marketing role and discussed broader leadership opportunities with her CEO – positions that would offer experience in the overall business.

“I wanted to branch out of my comfort zone, so when he offered me the CFO role, I decided to take a chance and throw myself into a new challenge,” says Jolie. “For the first time in my life, I felt it was better to try and fail than not to try at all.”

At Goizueta, not only did Jolie gain a great network through her peers and faculty, but she also gained a broader knowledge of business while deepening her skills in different areas of focus. She took a risk and applied all of her experience and newfound skills to embark on a new chapter in her longstanding career.

“My MBA experience at Goizueta has prepared me. The rigorous program gave me the confidence in my skills and in my ability to figure my way through complex business situations.”
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 Weekend 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.
TO APPLY TO GOIZUETA BUSINESS SCHOOL

EMORY.BIZ/WEMBAAPPLY

WAYS TO CONNECT WITH US

Monthly Information Sessions are held on the first Tuesday of each month. Personal consultations are scheduled at your convenience during business hours. Register at mbaadmissions.emory.edu/portal/exec_events

RELEVANT WEBSITES

Goizueta Business School
goizueta.emory.edu

Emory University
emory.edu

Office of Financial Aid
emory.edu/financial_aid

Admissions
emory.biz/WEMBAadmissions

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