THE WORLD'S BEST BUSINESSES AREN'T BUILT ALONE.
EVERYONE WANTS TO STAY A STEP AHEAD OF THE COMPETITION.

BUT IMAGINE A CALIBER OF COMPETITIVE THINKING THAT KEEPS YOU TEN STEPS AHEAD.

SUCCESS LIKE THAT DOESN’T HAPPEN ALONE. IT HAPPENS BY WORKING WITH PARTNERS WHO OFFER INVALUABLE RESOURCES TO STRENGTHEN YOUR BUSINESS.

TRUE PARTNERSHIP SHOULD BE MORE THAN A WRITTEN AGREEMENT. IT SHOULD BE A SPIRITED COLLABORATION DESIGNED TO ACHIEVE MORE, TOGETHER. THAT’S THE KIND OF PARTNERSHIP WE BELIEVE IN AT GOIZUETA BUSINESS SCHOOL.

WHEN WE ALIGN TO SOLVE PROBLEMS AND GAIN A DEEPER UNDERSTANDING, WITH AN INNOVATIVE APPROACH BASED ON ENDURING INTEGRITY, WE WILL CREATE LASTING SOLUTIONS FOR THE CHALLENGES OF OUR TIME.

FOR YOUR COMPANY AND FOR THE FUTURE OF BUSINESS.

Partnership with Goizueta connects you to an array of assets with benefits to your organization. Apply these assets to solve problems, create opportunities, and fill your staff with the brightest minds in the field.

TALENT
At every level, our students and alumni are competitive thinkers who hone their skills by structuring and solving problems across all facets of the business world.

INSIGHTS
Goizueta’s esteemed scholars help you uncover blind spots, identify trends, and anticipate both problems and opportunities across everything from big data to micro-entrepreneurship.

VISIBILITY
Our partners enjoy deep connections across the Goizueta community, and are able to directly engage to increase top-of-mind awareness among an elite group of current and future leaders.

ACCESS
Goizueta alumni gain access to an unparalleled set of people, experiences, and opportunities to further business objectives and prepare your organization for what’s next.
The Goizueta Business School does not exist solely to educate its students. We believe in using our human capital to strengthen the entirety of the global marketplace. Our commitment includes impacting the direction business takes through our research, our students and graduates, and our invaluable approach to education. Through the many relationships we hold with corporations and organizations around Atlanta, the nation, and the globe, we are prepared to use our resources to meaningfully impact business both as it stands today and in the years to come.
ANSWERING THE CALL OF BUSINESS.

Our namesake, Roberto C. Goizueta, was the chairman and CEO of The Coca-Cola Company from 1986-1997. During his tenure, he increased the company’s value from $4 billion to $145 billion while maintaining his belief that business should be a mission, not just a job. “We, in business, do have a calling,” Goizueta said. “We have a calling to reward the confidence of those who have hired us...and to build something lasting and good in the process.” His ethical approach guides our actions and activities today and into the future.

As one of the first business schools in the United States, we have a rich history spanning nearly 100 years. Our incomparable experience, outstanding graduates, and time-tested results make us a powerful force among academic institutions worldwide.
“Strategic partnerships merge the discovery-driven culture of the university with the innovation-driven environment of the company.”

-Science | Business Innovation Board, 2012
PEOPLE ARE EVERYWHERE.

As talent development becomes even more critical to organizations, Goizueta’s top ranked Executive Education program features industry-leading experts to strengthen a firm’s greatest asset. We train organizational leaders through curricula customized to your specific needs, as well as through a host of open enrollment courses in which individual employees can grow their talent in key interest areas.

Whatever your endeavor, tapping into Goizueta’s knowledge and human capital will lead to a successful future. Because, when problems are addressed with the right resources, anything becomes possible.

THE RIGHT PEOPLE ARE HERE.

"We are educating people to understand the purpose of business... which is distinct from simply educating people who can succeed in business."

Anything is possible when the right people stand with you. Access to the diverse, high-caliber faculty minds at Goizueta can provide understanding that leads to valuable solutions for your organization.

Goizueta partners with entities like the Atlanta Braves, InterContinental Hotels Group, and AT&T through our Emory Marketing Analytics Center (EmoryMAC). The Center specializes in innovative ways to mine, analyze, and utilize data for critical decision-making.

Through Social Enterprise @ Goizueta (SE@G), students and faculty are working across the spectrum of for-profit, nonprofit, and hybrid organizations. Collaborating with the Global Accelerator Learning Initiative, the Center is learning which startup business accelerators have the biggest effect on entrepreneurial success. Their research shapes conversations around the world.
At Goizueta, our academic approach is purposefully constructed with experiences, techniques, and real-world problem solving intentionally woven throughout our curriculum to create graduates who both understand and apply the right business solutions to address any problem.

The marketplace agrees with our approach. Goizueta graduates are known for their problem-solving skills and the value creation they bring to organizations. Our academic experience ensures they are prepared to deliver on the job, outperforming expectations from day one and continuing to excel every day thereafter. Their achievements are further evidenced in Goizueta’s history of exceptional student career outcomes across all our programs, including over 95% placement1 for our BBA students and a top 10 ranking for MBA employment three years running.2

Our partnerships go far beyond providing talent. We expertly work to pair the right individuals with the right opportunities for their own success and yours — to guarantee everyone continues to thrive.

1 BBA and MBA placement figures are 3-month post-graduate
2 BusinessWeek ranking data, 2013-2014

"Creative thinking, methodical approach, and collaborative culture are all hallmarks of Goizueta alumni. From the time they are students engaged in the recruiting process to the point that they are high performers, the Goizueta MBA foundation positions graduates for success."

- Corporate Recruiter, Ernst & Young
When you align with Goizueta Business School, you’re entering a strong, growing network of esteemed scholars who are thought leaders in their fields. Our faculty serve as knowledge champions to some of the world’s largest corporations, and as our partner, you also benefit from their insights.

The expertise of our faculty spans the gamut of industry, field, and function. For example, Goizueta Professor of Organization and Management Rob Kazanjian is a leading scholar on organizational and strategic alignment, assisting firms to bring their goals, culture, and resources together for maximum impact. Also in this department, Professor in the Practice of Organization and Management Rick Gilkey helps firms understand how an executive’s brain operates during high-level cognitive tasks, and how to utilize this for greater leader development. And Associate Professor in the Practice of Information Systems & Operations Management Steve Walton fuels company success with inputs to strategic excellence and operational efficiency. These talented individuals — along with many other Goizueta thought leaders — are fundamental to our school’s ability to impact business.

Goizueta works in tandem with you to develop customizable programs that partner your experienced executive talent with our accessible, innovative thought leaders. The results? Enhanced business acumen, better execution of initiatives, greater leadership capabilities — and a true elevation of partnership.
As a top-ranked business school, there is no limit to the talent we produce and, as our partner, there is also no limit to the ways your organisation can benefit from the fresh perspectives of our innovative and driven students.

With a focus on the intersection of theory and practice, we build our curriculum with leaders like you in mind. Our partners benefit not only from the insights of our renowned faculty, but also from the fresh perspectives of our talented students.

By sourcing real-world projects from corporations for our students to tackle using the frameworks taught in our foundational coursework, we can more vividly bring learning to life. Through classes like structured problem solving and persuasive communication, teams of students across programs provide solutions from a new perspective that fully benefit our business partners. Many of our local, national, and global clients return year after year for the value delivered in our students’ work.

Collaboration through our suite of experiential learning opportunities provides your firm objective analyses, new insights, and actionable recommendations. It also allows students to graduate better prepared to be successful in their careers. Simply put, it’s a meeting of the minds where everyone wins.
“IF YOU THINK YOU ARE GOING TO BE SUCCESSFUL RUNNING YOUR BUSINESS IN THE NEXT TEN YEARS THE WAY YOU DID IN THE LAST TEN YEARS, YOU’RE OUT OF YOUR MIND.”

—ROBERTO C. GOIZUETA

TO SUCCEED, YOU HAVE TO DISTURB THE PRESENT.”
LET'S START DOING MORE.

TOGETHER.

TOGETHER WE CAN DO MORE — FOR OUR ORGANIZATIONS AND FOR THE WHOLE OF BUSINESS. WE'RE EAGER TO WORK WITH YOU TO HELP FULFILL OUR MISSION AND ACHIEVE YOUR GOALS. LET'S START A LASTING PARTNERSHIP THAT ACHIEVES NEW LEVELS OF SUCCESS FOR US BOTH.