EMORY UNIVERSITY
GOIZUETA BUSINESS SCHOOL

MSBA
MASTER OF SCIENCE IN BUSINESS ANALYTICS

EMORY
GOIZUETA BUSINESS SCHOOL

Master of Science in Business Analytics
MSBA
PROGRESS REQUIRES A PLEDGE NEVER TO STAND STILL.

This belief fuels us to push the limits of what’s possible until we uncover the incredible and wakes us each morning to do it again. As a globally recognized research institution, a top-20 business school, and a powerhouse named for an iconic business leader, we are committed to doing our part to influence the world — for the better.

EMORY UNIVERSITY

A highly regarded research university, Emory’s reputation includes the achievements of our esteemed faculty, high-achieving students, and top-ranked schools, making us one of U.S. News & World Report’s 25 best colleges. Home to more than 15,000 students, we offer a wealth of undergraduate and graduate degree programs, arts and entertainment opportunities, research and community-service activities, and more than 70 cutting-edge research centers. But our statistics are not all that makes us great. Our willingness to address global challenges shows our focus on improving international conditions and our breakthrough research delivers impact that makes our presence known. This bold pursuit of better helped us treat and cure Ebola — not once, but four times — as we maintain our drive toward continual and valuable achievement.

GOIZUETA BUSINESS SCHOOL

For nearly 100 years, Goizueta Business School has been where bright futures begin. Our influence extends across the country and around the globe, with seven degree programs consistently ranked among the best in publications such as Businessweek, the Economist, and U.S. News & World Report. Our academic approach both distinguishes and defines us. Well before hands-on learning and leadership made its way into some business school curriculums, Goizueta made them central elements of its educational experience. With programs that provide business excellence and opportunities to build your authentic leadership style, we give you the edge to succeed. Our learning goes beyond textbooks, beyond theories, and beyond the classroom, taking you beyond everyone’s expectations — including your own.

ROBERTO C. GOIZUETA

Our namesake is so much more than just a name. Roberto C. Goizueta was one of the greatest business leaders of the 20th century, delivering unprecedented business success during his 16-year tenure as chair and CEO of The Coca-Cola Company. He surpassed the conceivable — increasing the brand’s value from $4 billion to $145 billion, securing its place among “America’s Most Admired Corporations.” In a life marked by intellectual courage and integrity, Goizueta espoused the kind of principled, passionate traits that led billionaire Warren Buffett to call him “a great leader and a great gentleman.” We are honored to share his name and proud to live out his values, working tirelessly to channel his determination in our quest to go beyond.

TO GET AHEAD, WE MUST GO BEYOND.
INFINITE POSSIBILITIES

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.
MSBA CLASS OF 2018 PROFILE

- Average GPA: 3.44
- Average student age: 24
- Program size: 37
- Women: 34%
- Students with work experience: 42%
- International Students with US degrees: 40%
- Average GMAT (or GRE Equivalent): 715
- Undergraduate Degrees:
  - Economics: 30%
  - Business: 30%
  - Engineering/Computer Science: 16%
  - Math: 13%
  - Science/Other: 5%
- Companies where students worked:
  - Accenture
  - Agriculture Bank of China
  - Bank of Ningbo
  - COFCO
  - Deloitte Consulting
  - Flipkart India
  - Infibeam
  - JP Morgan
  - Jazz
  - Liberty Mutual
  - Pharbers Technology
  - Plant Up
  - Sandalwood Advisors
  - US Navy
  - Unilever
PROGRAM OVERVIEW

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 ten-month program. 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, 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.

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

msba@emory.edu
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.

“Today’s 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
MSBA FACULTY

PATRICK NOONAN
PhD: Harvard University
Area: Decision & Information Analysis
MSBA Course: Consulting Boot Camp

PANAGIOTIS (PANOS) ADAMOPOULOS
PhD: New York University
Area: Information Systems & Operations Management
MSBA Course: Managing Big Data, Machine Learning I

GEORGE EASTON
PhD: Princeton University
Area: Information Systems & Operations Management
MSBA Course: Machine Learning I

PATRICK NOONAN
PhD: Harvard University
Area: Decision & Information Analysis
MSBA Course: Consulting Boot Camp

MICHAEL MILLER
PhD: Massachusetts Institute of Technology
Area: Information Systems & Operations Management
MSBA Course: Decision Analytics & Optimization and Math Boot Camp

JESSE ROCKSTEDE'T
PhD: University of Minnesota
Area: Information Systems & Operations Management
MSBA Course: Information Retrieval & Visualization

STEPHEN STUK
PhD: Georgia Institute of Technology
Area: Information Systems & Operations Management
MSBA Course: Statistics

ANAND SW AMINATHAN
Goizueta Chair
PhD: University of California, Berkeley
Area: Organization & Management
MSBA Course: Human Resource Analytics

VLMA TODRI
PhD: New York University
Area: Information Systems & Operations Management
MSBA Course: Introduction to Data Analytics

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

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

COURSE SPOTLIGHTS:

DATA VISUALIZATION
Data Visualization will introduce students to the techniques and tools used to create effective visualizations that clearly and efficiently communicate relationships within data. The field of data visualization combines the art of graphic design with the science of data analytics. Students will learn how to perform exploratory analysis through visualization, how to create professional looking visualizations for use in business reports and presentations, and how to design interactive visualizations and dashboards.

SOCIAL NETWORKS ANALYTICS
This course provides coverage of both introductory and intermediate topics in social network analysis with a primary focus on recent developments in theory, methods and substantive applications. Introductory topics to be included: centrality, cliques, structural and regular equivalence and cognitive social structures. The primary topics to be covered in this course include the application of network theory to the study of careers, competition, innovation, inequality, stratification, IT-mediated networks, network formation, and network dynamics. The course will also provide hands-on experience applying social network methods in empirical research. Students will have an opportunity to learn some modern network analysis methods and apply them to network data using platforms including the R programming language, Neo4j, SIENA, NetLogo and other related tools.

SPORTS ANALYTICS
This class focuses on tools and techniques applicable to decision making in sports. Decision contexts include both business and on-field situations. For example, in terms of business problems we will discuss methods for assessing brand equity and implementing dynamic pricing. In terms of on-field situations we will consider problems such as the development of performance metrics, player selection models and in-game strategies. While the topic of the class is sports, the analytical foundations for the class are classical statistical and optimization techniques. We will solve these sports problems using tools such as linear regression, logistic regression, Markov chains and optimization.
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 – three boot camp style academic periods where students build foundational acumen in business, math 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 managing 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, 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 2016, Forbes named Atlanta a top-10 city for business and careers.

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, including affordability. 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 almost six 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.

Atlanta is the #1 City Where People Are Relocating To and Has Offices For 750 of the Fortune 1000 Companies.

Select Fortune 500 Georgia Headquarters
Aflac
CNN
The Coca-Cola Company
Delta Air Lines
First Data
The Home Depot
Kimberly-Clark
Mercedes-Benz North America
NCR
Mckesson
Porsche North America
SunTrust
UPS
We at Goizueta Business School are marching towards better with every mind we educate in the spirit of our distinguished namesake. His legacy, carried on by Dean Erika James, inspires an entrepreneurial spirit and collaborative environment that enables us to go beyond the status quo. Inside these walls, we’re reimagining the way analytical minds use big data to glean society-changing insights. We’re integrating ourselves into the core of our partners’ businesses to help develop real-world social impact.

We’re providing leadership-building courses that integrate academic, experiential, and reflective experiences. And we’re hosting the summits that entrepreneurs and innovators make a point to attend.

Through this integrative educational style and unparalleled ambition, Goizueta Business School is becoming the symbol for meaningful business performance.

Join us as we go beyond.

A better business. A better society. A better world.

**OUR WAYS FORWARD**

**ANALYTICS**
Producing thought leadership in analytics and preparing market-ready graduates to address business challenges and become business data scientists.

**BEHAVIOR AND DECISION INSIGHTS**
Helping businesses make better decisions through an understanding of their customers, employees and stakeholders.

**ENTREPRENEURSHIP**
Fostering entrepreneurial and intrapreneurial aspirations and thinking among all students at every stage of their career.

**EXPERIENTIAL LEARNING**
Leading with an integrated, hands-on curriculum that promotes immersive learning experiences and develops critical thinking and leadership skills.

**HEALTHCARE**
Leveraging Emory’s knowledge, network and prestige in healthcare to provide business insights and education to improve the delivery of healthcare.

**LEADERSHIP**
Enriching the student experience through leadership courses and training.

**REAL ESTATE AND PRIVATE EQUITY**
Empowering students with appropriate knowledge and skills for successful careers through unique experiential activities and coursework.

**SOCIAL ENTERPRISE**
Making markets work for more people, in more places and in more ways through Social Enterprise at Goizueta (SE@G), a research center designed to generate positive societal impacts.
APPLICATION DEADLINES FOR 2017/2018

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<tr>
<th>Round</th>
<th>Application Deadline</th>
<th>Notification</th>
<th>Deposit Due</th>
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<tbody>
<tr>
<td>Round 1</td>
<td>November 10</td>
<td>January 19</td>
<td>February 9</td>
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<tr>
<td>Round 2</td>
<td>January 12</td>
<td>March 7</td>
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<tr>
<td>Round 3</td>
<td>March 2</td>
<td>April 13</td>
<td>May 4</td>
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Loans are available and students may borrow up to the budgeted cost of attendance. For domestic students, loans include the Federal Stafford Loan, Graduate Plus Loan, and Private Loans are available. For our international students, we offer an International Student loan through the Emory Credit union that does NOT require a US co-signer.

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

CONNECT WITH GOIZUETA TODAY!

Webinars/Information Sessions
Join us virtually or in person to meet our current students, hear the program overview and learn what it takes to become a successful MSBA applicant. Our webinars and info sessions will give you an opportunity to learn more about the program and interact with our students and program staff.

Campus Visits
You are invited to join us for the day. We encourage you to take an in-depth look at our community. During your visit, you may attend a class, have lunch with a current student and tour the Business School.

Meet Us On The Road
To attract the best and the brightest students, the Goizueta MSBA recruiting team is traveling the world. Meet us in a city near you to learn more about the MSBA program and the admissions requirements.

For more information and to register for an event, visit emory.biz/msba

WE LOOK FORWARD TO MEETING YOU SOON!