As the world experiences an explosion of data brought on by the rapid expansion of technology, the need to collect, analyze, and make decisions from this information has never been more important.

We designed our MS in Business Analytics (MSBA) program to impart a strong technical and quantitative training combined with comprehensive business acumen, all within our intimate learning environment. Additionally, the launch of this program supports Emory University’s manifest goals to increase the university’s expertise and recognition as an institution that generates data-driven graduates who can implement well-informed innovative solutions to the world’s problems.

As such, our MSBA was designed to teach the combined languages of business, data, and technology with the intention of graduating business data scientists skilled at serving in any function, organization, or field.
The **Investment Is Mutual**

In every business, there are goals to reach.

Whether you head up a Fortune 500, lead a top-ranked educational institution, or help run a fresh-squeezed lemonade stand in your neighbor’s front yard—there are always numbers to hit.

At Goizueta, we measure success differently—looking at business beyond the bottom line. It’s not enough just to focus on career growth and personal gain. We believe our efforts should positively impact society as a whole. These goals, our numbers, all of our yearly projections—are set with you in mind. Which is why one way to determine whether or not we’ve met our goals is if you meet yours.

You don’t run a successful school, or a business, for 100 years without gaining a little experience, and you don’t move forward without pushing limits. Only here, where leadership training is offered on an actual U.S. Army base, will you learn through action. Only now, at a time when Atlanta is buzzing with opportunity, is success ripe for the taking. Only if you invest in yourself will your dreams be met.

So we encourage you to set the bar, pave the way, and go beyond traditional thinking. You invest in us—and we in turn invest in you. We invest in your dreams to capture that corner office or create your own company. We invest in your goal to grow the world’s economy and help others. We invest in your efforts to keep trade waters flowing and global business honest. Most important, we invest in your ability to honor our school’s legacy by transforming the future.

You have the vision, the talent, and the courage to succeed. We have the knowledge, experience, and connections to help you get there.

What happens next is up to you. Just know that, at Goizueta, we’re committed to push you, support you, and figure it all out—together.


ERIKA H. JAMES  
JOHN H. HARLAND DEAN  
GOIZUETA BUSINESS SCHOOL
THE GOIZUETA DIFFERENCE: START WITH A SOLID FOUNDATION.

Where it goes after that IS UP TO YOU.

There is no single blueprint for success. See how Goizueta provides the structure and experience so you can chart your own path.

You want to be ready to lead at the critical nexus where business, data, and technology intersect. With our STEM-credentialed, multidisciplinary curriculum, you can.

So what is it about Goizueta that separates us from the rest?

Start with the fact that you will be taught by business school faculty with deep academic knowledge and extraordinary industry experience. Pair that with a small, intimate learning community where you will be guided by both academic and industry mentors.

You will gain intensive industry experience as you interact with leading companies and executives who provide real-world, data-intensive projects for your capstone course. We are, after all, in a city uniquely built on business, and it’s thriving.

“I really loved business, but wanted to learn more technical skills. I went from knowing very little java to being advanced in Python, SQL, and R.”

Katie Wallis
2019 MSBA
Business Analyst
McKinsey & Company

TURN ANALYTICS INTO INSIGHTS

That is what happens when you combine strong technical and quantitative training with comprehensive business acumen.

You won’t be a business person, data person, or tech person. You’ll be all three — a business data scientist for the digital age.
ASSOCIATE DEAN
RAM CHELLAPPA is an expert on the managerial aspects of information technology–driven issues. He leads the MS in Business Analytics program office and manages the academic and experiential components of the program.

SHANCHUAN (FRANK) LI, a 2018 MSBA graduate who is a data scientist at Cox Automotive, sat down with Ram to chat about all things Goizueta.

FRANK: What is your vision for the MSBA program?

RAM: We started it with a particular goal in mind. Back in the day, you would hear that there was a business guy and a tech guy, and they couldn’t talk to each other. Now it has evolved to there being a business person, a tech person, and a data person. People still can’t talk to each other. So, the goal of our program is to create that person in the middle of business, data, and technology who can speak all those languages, who can translate a business problem into its technical and data form. Our goal is to create a business data scientist.

FRANK: How does this program distinguish itself in what is becoming a crowded landscape?

RAM: Our program is special in that we pay faithful attention not only to the data science but also the technology component. In fact, a big portion of our program is run on Amazon Web Services. Our students not only learn all the relevant skills, but they do actually use these technologies as they complete their projects.

FRANK: Describe a business data scientist.

RAM: That person is someone well versed in the statistical methods, at ease with the technology that needs to be used. This is someone who can abstract a business problem into a data problem. Who can understand what pieces of data are required. Who can understand which IT folks they need to work with in order to put a dataset together. Our students will become those boundary spanners who help ask the right data questions. They are not the solution architects but can fundamentally change the culture by posing those key questions.
Immerse yourself in a student experience that goes above and beyond a typical business analytics program.

The pursuit of knowledge, self-discovery, and the love of learning, combined with the determination to push ahead, are what drive Goizueta students to be the best.

To stand out, to go beyond, to disrupt the status quo, you have to raise the bar a little extra.

Built off the legacy of the school's namesake, Roberto C. Goizueta—a Cuban defector who had to outwork, outsmart, and outdo his competition—Goizueta aims to inspire the same entrepreneurial spirit in our students. By creating intimate, collaborative learning environments, and connecting leaders of tomorrow with visionaries of today, Goizueta pushes the limits of what its programs can offer.

With a degree in business analytics from Goizueta, you will be prepared to solve problems that live at the intersection of business, data, and technology.

It’s time to become extraordinary.
Creating a BUSINESS DATA SCIENTIST

The Master of Science in Business Analytics (MSBA) program is designed to produce graduates who occupy that unique position in an organization that is at the cusp of business, data, and technology. The program brings together knowledge from three distinct fields—management, information systems/computer sciences, and applied statistics—to solve business problems.

THE 10-MONTH PROGRAM PROVIDES RIGOROUS TRAINING IN TOPICS SUCH AS:

- Data Mining
- Machine Learning
- Econometrics
- Relational and Nosql Databases
- Text Mining
- Data Visualization
- Decision Theory
- Consumer and Human Behavior

“Emory prepares you to be a practiced and tech-savvy analyst who can communicate professionally.”

Ryan Chi
2018 MSBA
Marketing Data Science Analyst
UPS

DATA VISUALIZATION

You will be introduced to the techniques and tools used to create effective visualizations that clearly and efficiently communicate relationships within data. You 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

You will explore the application of network theory to the study of careers, competition, innovation, inequality/stratification, IT-mediated networks, network formation, and network dynamics. You will learn modern network analysis methods and apply them to network data using platforms including the R programming language, Neo4j, SIENA, NetLogo, and other related tools.

MACHINE LEARNING

You will focus on a number of selected current and emerging data analytics areas that are becoming increasingly important for modern organizations. Such areas include advanced elements of the predictive modeling process, ensemble methods, cost-aware data analytics, mining text and data, recommender systems, and other advanced topics.
### PREREQUISITES

- **Statistics**
- **Advanced Calculus**
- **Programming Language**
- **Linear/Matrix Algebra**
- **Databases & SQL**

### Program Structure

#### SUMMER II (0 CREDITS)

<table>
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<tr>
<th>Course</th>
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<tr>
<td>ISOM 660:</td>
<td>MATH BOOTCAMP</td>
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<td>ISOM 662:</td>
<td>BUSINESS BOOTCAMP</td>
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<td>ISOM 673:</td>
<td>SOCIAL NETWORK ANALYTICS*</td>
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<td>ISOM 674:</td>
<td>MACHINE LEARNING I</td>
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<tr>
<td>ISOM 675:</td>
<td>DATA VISUALIZATION</td>
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<td>ISOM 677:</td>
<td>DECISION ANALYTICS &amp; OPTIMIZATION#</td>
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#### SPRING SEMESTER (15 CREDITS)

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<tr>
<td>ISOM 676:</td>
<td>MACHINE LEARNING II</td>
</tr>
<tr>
<td>ISOM 689:</td>
<td>CAPSTONE/EXPERIENTIAL LEARNING</td>
</tr>
</tbody>
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# 2-credit course
* 3-credit course taught in intense format
^ Grade of B or higher

Bootcamp is 0-credit course
All other courses are 3 credits each
Put your data science skills to the test. Get real-world data science experience with real clients in the MSBA capstone.

Solving real problems for real clients with real data. The skills and knowledge gained throughout your MSBA experience will be tested to the fullest as you work within a team to provide a viable business solution to a complicated business problem.

Clients range from Fortune 500 companies to small startups and cross a range of industries. You’ll combine your client’s proprietary firm data with other public data, including social media streams (Facebook, Twitter, blogs, etc.), and use the skills and techniques developed in the MSBA program to devise a solution your client may implement.

The capstone course provides valuable, real-world experience within an environment of support and mentorship.

**How it works . . . You are in front, creating real consulting deliverables**

You will work in a small team of student consultants, front-facing with the clients, but supported by the program managing director and faculty. You will learn strategy consulting methodologies for breaking problems down and synthesizing recommendations as well as how to manage clients and meetings. At the end of the semester, you will be able to deliver the three core deliverables of a data science project.

**Deliverables:**
- Technical (code, cleansed data)
- Dashboard Visualization (Tableau, ggplot)
- Executive Deck (business result)

“...The capstone experience really prepared me to handle real world, end-to-end analytics projects in my current job.”

Wen Zhang
2018 MSBA Data Analyst The Home Depot
EXPERIENCE.

EXPERIENCE DOES NOT DEFINE YOU.

LEADERSHIP

In addition to speaking the languages of business, data, and technology, the ability to work well in teams, communicate, and lead are what differentiate Goizueta’s MSBA graduates.

Goizueta Leadership Development Program

Led by Ret. Lieutenant General Ken Keen, MSBA leadership programming begins in the fall semester with a focus on developing teamwork and leadership skills. Fall leadership programming culminates with one of Goizueta’s most popular programs, the Leader’s Reaction Course, held at the U.S. Army base of Fort Benning, Georgia. There, Goizueta students pull themselves up by their bootstraps, quite literally, as they participate in a series of problem-solving tasks. The program offers an exciting, hands-on opportunity to apply team and leadership skills in a creative, collaborative, and slightly muddy setting. In the spring semester, leadership coaching fellows support capstone teams as they work on their client projects.

MSBA Guiding Principles

Student leadership from our first MSBA cohort helped develop our MSBA Guiding Principles, which are critical for any business data scientist and guide our behaviors:

- Curiosity
- Grit
- Humility

EVENTS & CONFERENCES

Convening should go beyond convention, which is why Goizueta ensures conferences and events held by the school are meaningful, relevant, and impactful for students.

Goizueta Business Analytics Conference

The Goizueta Business Analytics Conference is an intense day of learning where academics, students, and practitioners in the field of big data and business analytics can learn together. MSBA students can showcase the skills they learn in the MSBA program and make important professional contacts.

Insights Day

Insights Day brings together current MSBA students, prospective MSBA students, and corporate partners to unveil capstone projects for the year and discover how analytics are being applied across companies and industries.

JOINT DEGREE

In addition to the regular, stand-alone 10-month MSBA program that admits students from all over the world, the MSBA program offers Emory BBA students the opportunity to apply to, and enroll in, a joint BBA/MSBA curriculum. The joint degree program is structured to permit Emory students to finish both degrees in a compressed time period, typically four and a half years.
Faculty expertise means more than just knowledge. It means possessing an energy, business insight, and expert point of view while creating knowledge and enriching students through teaching and mentoring.

**Panagiotis (Panos) Adamopoulos**

*PhD: New York University*

*Area: Information Systems & Operations Management*

*MSBA Course: Managing Big Data, Machine Learning II*

*SPECIALTIES: data science, machine learning, recommender systems, social commerce, and econometrics*

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**Jesse Bockstedt**

*PhD: University of Minnesota*

*Area: Information Systems & Operations Management*

*MSBA Course: Information Retrieval & Visualization*

*SPECIALTIES: eCommerce, online consumer behavior, behavioral economics, information technology evolution and emerging technologies, data mining, and data visualization*

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**George Easton**

*PhD: Princeton University*

*Area: Information Systems & Operations Management*

*MSBA Course: Machine Learning I*

*SPECIALTIES: data analysis (including predictive analytics) and Six Sigma (specifically, improvement team performance)*

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**Demetrius Lewis**

*PhD: Stanford University*

*Area: Organization & Management*

*MSBA Course: Social Networks Analytics*

*SPECIALTIES: social and network processes occurring across organizations and micro-mechanisms at work*
Michael Lewis  
PhD: Northwestern University  
**Area:** Marketing  
**MSBA Course:** Sports Analytics  
**Specialties:** CRM, revenue management, nonlinear and dynamic pricing, sports marketing, and political marketing

Michael Miller  
PhD: Massachusetts Institute of Technology  
**Area:** Information Systems & Operations Management  
**MSBA Course:** Decision Analytics & Optimization and Math Boot Camp  
**Specialties:** manufacturing, telecommunications, financial services, logistics, biotechnology, and CRM

Patrick Noonan  
PhD: Harvard University  
**Area:** Decision & Information Analysis  
**MSBA Course:** Consulting Boot Camp  
**Specialties:** decision and risk analysis, game theory, strategic thinking, data analysis, optimization, and spreadsheet analytics

Stephen Stuk  
PhD: Georgia Institute of Technology  
**Area:** Information Systems & Operations Management  
**MSBA Course:** Statistics  
**Specialties:** application of innovative modeling techniques to real-world problems, Synthetic Neural Network to predict consumer behavior, and internet-based inferential behavior prediction

Anand Swaminathan  
**Goizueta Chair**  
PhD: University of California–Berkeley  
**Area:** Organization & Management  
**MSBA Course:** Human Resource Analytics  
**Specialties:** corporate strategy, life cycles of firms, and social networks

Vilma Todri  
PhD: New York University  
**Area:** Information Systems & Operations Management  
**MSBA Course:** Introduction to Data Analytics  
**Specialties:** digital strategy, digital marketing, social media, and consumer behavior in technology-mediated environments
Everything about Goizueta’s MSBA is designed to assist you with your career exploration and success, including what 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 is paired with team building and leadership development skills—three bootcamp-style modules where you build acumen in business, math, and technology in preparation for core courses and industry interactions.

Next comes your slate of courses. From predictive modeling to advanced data analytics, the curriculum builds your knowledge and network through exposure to companies and collaborative projects. With the help of our associate dean, faculty, career coach, and corporate mentors, you develop a personalized career strategy that prepares you for success as a business data scientist in whatever industry you choose.

Consider this: By 2020, the number of data science and analytics jobs is projected to grow by nearly 364,000 to approximately 2,720,000.
FIND YOUR ROI IN THE ATL.

The Atlanta metropolitan area is bustling with energy and opportunity.

The figures are trending up and the momentum cannot be stopped.

- Home to nearly 6 million people.
- Named as a Top 10 City for Business and Careers by Forbes.
- Atlanta’s Hartsfield-Jackson International Airport is the #1 most traveled in the world.
- Ranked the #3 City for Young Entrepreneurs by Forbes.
- Features more than 125 miles of multi-use trails.
- Considered a food-lover’s paradise—home to 15 James Beard Award semifinalists.
- Generates more than $7 billion in revenue from Atlanta’s TV and film industry.
- Fortune 500 companies include: UPS, Coca-Cola, Mercedes-Benz, The Home Depot, SunTrust, Porsche, and Delta Air Lines.
- Live music at more than 60 venues, from giant amphitheaters to intimate clubs, with 30 annual festivals to boot.
Finding your fit in the marketplace is the top priority of the Goizueta MSBA program. Therefore, our career services team partners with you before, during, and long after you leave campus to help you carve out your unique place in the business world.

You’ll work with a career coach dedicated specifically to MSBA students, skilled in the language of business data science. Together, you’ll develop both your digital brand as well as your professional presence through hands-on activities, including both traditional approaches to resume reviews and mock interviews to more nontraditional techniques, such as video cover letters and ePortfolio data visualizations.

Once your storytelling skills are in top form, you’ll map out your short- and long-term career goals and engage directly with employers for company presentations, corporate site visits, and networking meet-ups within the business data science ecosystem. At every juncture, the MSBA team will help you refine your personal pitch and connect you to hundreds of business leaders and alumni in the Emory network.

**Spend 10 short months in Goizueta’s MSBA program, and the professional polish, career guidance, leadership skills, and alumni network will last a lifetime.**
TURNING INSIGHT INTO ACTION

100%
Students employed within 6 months (Class of 2018)

$82K
Average Compensation (Class of 2018)

$106K
Top quartile average compensation (Class of 2018)

2018 SELECT MSBA EMPLOYMENT TITLES AND LOCATIONS

- Business Intelligence Analyst
- Consultant
- Consumer Analyst
- Data Analyst
- Data Scientist
- Decision Scientist
- Developer
- Partner Strategy Analyst
- Product Analyst
- Product Manager
- Revenue Analyst
- Supply Chain Analyst
LEARNING TO SPEAK THE LANGUAGE OF BUSINESS DATA SCIENCE.

Shanchuan (Frank) Li
2018 MSBA
Data Scientist
Cox Automotive

A native of China, Frank majored in financial engineering at the Shandong University of Finance and Economics. Though that education provided a solid grounding in quantitative methods and business fundamentals, Frank was eager to be versed in business data science—the language he would need to be truly valuable to any firm serious about extracting measurable insights from big data.

Says Frank, “The MSBA program made me a much better problem solver than I was previously because now I have not only the data skills but also can speak the language of my clients.”

Along with the strong lineup of analytics tools mastered in the program, including Python, R, AWS, Hadoop, Spark, and SQL, Frank also learned valuable communication skills.

What Goizueta packages in the MSBA program, according to Frank, is the perfect springboard for a career in data analytics. Big data can solve business problems, but not without the communication skills that must accompany making your work and its impact understandable to your leadership team and clients.
GAINING CONFIDENCE TO IMPLEMENT CHANGE.

Shiyun (Sherrie) Liu
2018 MSBA
Senior Analyst,
Marketing Analytics
The Home Depot

Originally from China, Sherrie earned her undergraduate degree in the U.S., majoring in marketing and minoring in art history. For a little more than two years, she then worked for Unilever on the customer-development side. As she saw it, her job consisted of two principal parts; the first was talking to the buyer, negotiating price, and doing promotion plans. The second was looking at the numbers and really trying to figure out what was going on in the business.

Says Sherrie, “I decided that I was more interested in the latter,” and so she elected to take that deeper dive.

Nikhil Chalakkal
2018 MSBA
Decision Scientist
Advisor
FedEx

“It’s time for an upgrade,” Nikhil said. He was talking about his career. He had completed his MBA in 2008 and worked successfully for a decade in supply chain and operations management. But analytics was calling, and here’s why. He understood that mastering big data is how businesses of today grow and get better.

Nikhil believes that “analytics is a field that sits on top of anything else that you do. On top of supply chain. On top of marketing or finance. That feature of analytics is what attracted me to it.”

For Nikhil, it was important to pursue an MSBA program housed in a top-notch business school. He recognized that the key is not just gaining the techniques and skills but, additionally, knowing how to apply them.

Of his time at Goizueta, Nikhil says, “The experience taught me the skills—definitely. More than that, it gave me the confidence that even if I don’t know how to get there, I can figure it out.”

“Analytics is a field that sits on top of anything else that you do.”
Jonathan Iacobelli
2018 MSBA
Data Scientist
BCG GAMMA

Like many Emory undergraduates, Jonathan pursued a double major; for him, the choices were mathematics and finance. “Yet,” Jonathan says, “I always saw my worlds as kind of separate—the quantitative versus applying it in a real-world situation.”

That is, until he became an MSBA student. The program, in Jonathan’s view, “married” the two things he most wanted to be adept at doing—solving business problems but doing so in a more quantitative and analytical manner.

He points to his capstone project as a major highlight. There is no substitute, in his view, for working with “real data from a real business.” As he describes it, “Sitting face to face with a client and being able to take a data science project from start to finish was an amazing experience.”

Elena Lopez
2018 BBA/MSBA
Customer Success Manager
Philips

Elena already knew the Emory ropes, having pursued neuroscience and business for her undergraduate degree here. The Milwaukee, Wisconsin, native had taken entry-level coding as part of her neuroscience curriculum, but she wanted to go further.

“You know that you have landed well when your first job post-graduation has the word “success” in it. And it stems from the right choice of program. For Elena, the MSBA is unique in its mix of student backgrounds and skills—making the program very interdisciplinary.”

“The MSBA program allowed me to integrate both data science and business.”
Business is constantly changing. Evolving. Improving. And never done.

Some sit back and watch. We dive in and analyze. Identify trends. Adapt. Innovate.

So you can expand your mind. Change the course of business.

GO BEYOND.
ATLANTA IS RISING
ALL THE WAY UP.

Thanks to a growing population and economic transformation, Atlanta isn’t just rising again—it’s rising again and again and again.

No longer just a mover and shaker in the South—Atlanta is now mentioned in the same breath as New York, San Francisco, Sydney, and Shanghai. And for good reason, too. This thriving global metropolis is home to the third-most Fortune 500 companies in America and has become a driving force in the world economy.

Recognized as a major hub for start-ups, the city is home to Atlanta Tech Village, the fourth-largest tech space in the U.S., with deep connections to Atlanta’s business and investment community. In addition to the city’s longstanding strengths in telecom, cyber security, and health care, FinTech and Marking Tech are also coming on in a big way. There’s a Google big server farm complex in our midst, Switch is planning a campus, and Facebook is opening its ninth data center here.

And our students are connected to it all. By location. Through partnerships with local business leaders and corporations. Even in the pulse of the people.

Goizueta knows the trends, neighborhoods, history, and trajectory of this dynamic city because the faculty, staff, and students have lived, worked, and built up Atlanta’s local economy for the past 100 years.

In a country founded on opportunity, Atlanta is once again living up to its motto of “Resurgens,” Latin for “Rising Again.” It is a city that has rebuilt, rejuvenated, and redefined opportunity.

Your piece of the (peach) pie is waiting. The only thing left to do is take a big bite.
Our Numbers Don’t Lie.

The data speaks for itself. See how Goizueta and Atlanta are thriving.

**Home to 5.8 Million People**

The Atlanta region added 77,000 jobs last year.

**103.9 Million People Passed Through**

Hartsfield-Jackson Atlanta International in 2017, the world’s busiest airport.

**Georgia Named #1 State for Business**

For 5th consecutive year.

**3rd in the Nation Among Cities with the Most Fortune 500 Headquarters.**

Atlanta is the 3rd-fastest growing metro area in the nation (U.S. Census).
AS A TOP-20 PROGRAM, WE KNOW A LITTLE SOMETHING ABOUT TOP 20 LISTS:

TOP 20 THINGS TO DO
(AND SEE, AND SMELL, AND TASTE)

in Atlanta

1. Enjoy nature in the middle of the city at the Atlanta Botanical Garden.
2. Head to Ponce City Market to sample a little of everything (even mini-golf).
3. Devour lemon pepper wings at J. R. Crickets.
4. Visit the home of Martin Luther King Jr.
5. Swim with whale sharks (yes, whale sharks) at Georgia Aquarium.
6. Sample some hard-to-find Coke varieties on the Coca-Cola Tour.
7. Score tickets to a game at Suntrust Park, Mercedes-Benz Stadium, or Philips Arena.
8. Check out an Alvin Ailey dance show at the Fox Theatre.
10. Visit the College Football Hall of Fame.
11. Stroll the Beltline. Or bike it. Or skate it.
12. Hear live blues at Blind Willie’s.
13. Head over to the Fernbank Museum of Natural History after dark for science served with cocktails.
14. Leave a StoryCorps recording at the Atlanta History Center.
15. Visit former President Jimmy Carter’s Oval Office.
17. Eat a Holeman & Finch Cheeseburger.
18. Shoot the ‘Hooch (aka go tubing down the Chattahoochee River).
19. Run the Peachtree Road Race. Try to finish. Good luck with those Atlanta hills.
20. Explore authentic food from around the world along Buford Highway.

Tour Goizueta

A list of 20 doesn’t do this city justice. Come visit campus to get the real Atlanta and Goizueta experience. Information Sessions and student-led tours are available on weekdays during the academic year and over the summer—so you can start working on your bucket list.

emory.biz/msba
A Century Wiser
Ever the Same.

Pick up a copy of this publication from 1918 and you’ll find that not much has changed. Yes, a $40 share of Coca-Cola purchased back then would now be worth $9.8 million, but the same core tenets that Goizueta was founded on still ring true today.

- Provide students with an intimate, collaborative learning environment.
- Create a curriculum combining essential business knowledge with hands-on, action-based opportunities.
- Partner with the Atlanta business community to exert impact far beyond the school’s borders.

This fundamental but progressive academic approach continues to drive Goizueta’s thinking. Through client-focused projects, individualized leadership training, and immersive global exposure, Goizueta creates a more in-depth, personal experience than its top-ranked peers. It’s no wonder Goizueta graduates are able to go beyond both professionally and personally.

Goizueta alumni have gone on to become leaders of all kinds, all over the world. They empower women coffee farmers in Nicaragua and earn power positions within Fortune 500s. They use artificial intelligence to make advancements in mental health. A Goizueta graduate even went on to become Prime Minister of Georgia—not the Peach State but the Republic.

For more than a century, the more things change, the more successes come Goizueta’s way—as the school celebrates its past, it enriches the future.
1836
Emory College is established in Oxford, Georgia. The school is named in honor of John Emory, a Methodist bishop who helped found New York University, Dickinson College, and Wesleyan University.

1846
Emory closes its doors, and as the war makes its way to Georgia in 1863, the school is transformed into a hospital, and later, a headquarters for the Union Army.

1861
The U.S. Civil War begins. Pemberton’s experiment began in an effort to treat his chronic chest pain—caused by a saber wound to the chest during the Civil War’s Battle of Columbus. He would sell the rights to Coca-Cola’s formula soon after.

1866
Pharmacist John Stith Pemberton invents Coca-Cola in Columbus, Georgia.

1886
Coca-Cola president Asa Griggs Candler donates land for Emory University’s campus in Druid Hills.

1914
Roberto Goizueta passes away, aged 65. His family continues to guide and support the school to this day.

1919
Emory’s School of Business Administration, now known as Goizueta Business School, is founded after the dean of Emory College, Howard Odum, recommends that the Board of Trustees create a “school of economics and business administration.” The school offers courses in economics, accounting, and business law.

1919
Coca-Cola, whose product is sold for 5 cents a bottle, goes public—with its initial public offering at $40 per share. Today, that one share would be worth more than $9 million.

1920
Atlanta plays host to the world’s largest sporting event, the XXVI Olympics. Roberto Goizueta, in his role as CEO of The Coca-Cola Company, is instrumental in bringing the games to the Peach State.

1922
Emory’s School of Business Administration is renamed Goizueta Business School—in honor of Roberto Goizueta.

1992
The Goizueta Evening MBA Program is started.

1994
Goizueta joins The Consortium for Graduate Study in Management—an 18-school partnership working to enhance diversity and inclusion in the worlds of business education and corporate leadership.

1996
Goizueta Business School establishes both PhD and Modular Executive MBA programs.

1997
Goizueta Foundation Center for Research and Doctoral Education is opened. The center features a collection of art, including original works by Andy Warhol, Pablo Picasso, and Salvador Dalí. The building is “gold” certified by the LEED green building program.

1996
The Goizueta Business School establishes both PhD and Modular Executive MBA programs.

2001
Goizueta Business School establishes both PhD and Modular Executive MBA programs.

2002
Goizueta Business School establishes both PhD and Modular Executive MBA programs.

2005
Goizueta Business School establishes both PhD and Modular Executive MBA programs.

1886
Pharmacist John Stith Pemberton invents Coca-Cola in Columbus, Georgia. Pemberton’s experiment began in an effort to treat his chronic chest pain—caused by a saber wound to the chest during the Civil War’s Battle of Columbus. He would sell the rights to Coca-Cola’s formula soon after.

1919
Emory’s School of Business Administration, now known as Goizueta Business School, is founded after the dean of Emory College, Howard Odum, recommends that the Board of Trustees create a “school of economics and business administration.” The school offers courses in economics, accounting, and business law. Coca-Cola, whose product is sold for 5 cents a bottle, goes public—with its initial public offering at $40 per share. Today, that one share would be worth more than $9 million.
1931
Robert Críspulo Goizueta Cantera is born in Havana, Cuba.

1949
Emory’s School of Business Administration earns national recognition after being admitted to the American Association of Collegiate Schools of Business.

1953
Roberto Goizueta graduates from Yale University with a degree in chemical engineering. He immediately returns home to his native Cuba, and after replying to an anonymous want ad in his local newspaper, Roberto gets a job working for Coca-Cola bottlers. Soon after, Fidel Castro comes to power and transforms the nation into a communist state. Goizueta and his family defect to the U.S.—where Roberto quickly lands on his feet and continues working for The Coca-Cola Company in Miami.

1954
Dean Gordon Siefkin (a man whose contributions are very relevant to your life right at this very moment) introduces the MBA program to Emory.

1961
Emory’s MBA program is accredited by the American Association of Collegiate Schools of Business.

1964
Emory’s Graduate Business Association hosts the very first Intercollegiate Games—a nationwide competition in which teams from the country’s best business schools are selected to participate in a variety of games using computer simulations. Think Oregon Trail before Oregon Trail.

1979
Roberto Goizueta is named president of The Coca-Cola Company.

1982
The Coca-Cola Company launches Diet Coke.

1983
Emory launches its One-Year MBA Program.

1994
Erika James is named dean of Goizueta Business School—the first woman, and African American, to lead the school.

2014
Erika James is named dean of Goizueta Business School—the first woman, and African American, to lead the school.

2017
Goizueta launches the Master of Science in Business Analytics, its eighth degree program, to connect the world of big data with better business insights.

2019
Goizueta celebrates its 100th anniversary by continuing to spark passion that ignites meaningful change.
To schedule a campus visit, or sign up for MSBA Insights Day, visit

EMORY.BIZ/MSBA

### Application Deadlines for Fall 2020 Start

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<td>November 29</td>
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<td>November 8</td>
<td>January 17</td>
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<td>January 3</td>
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