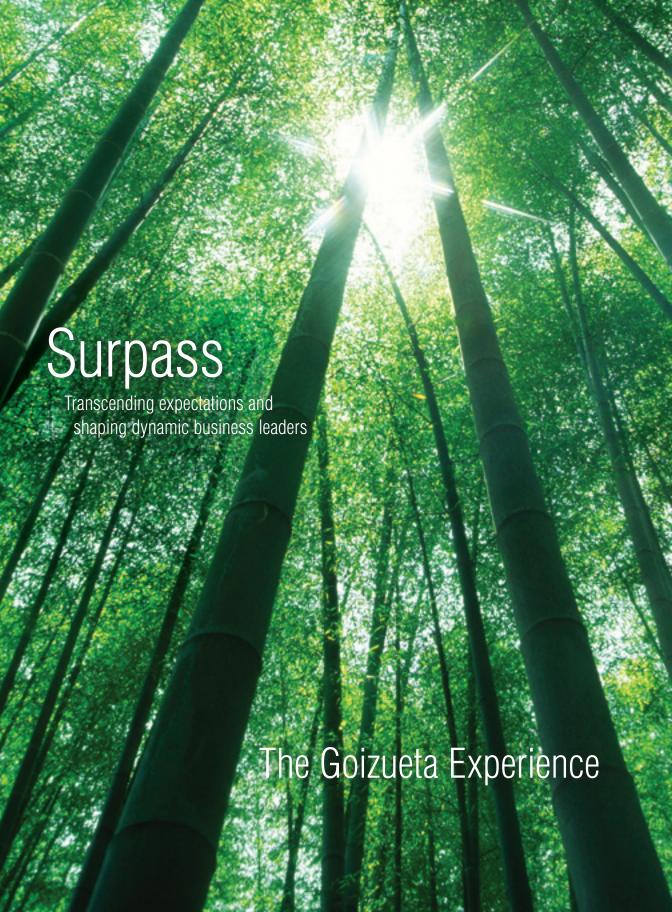
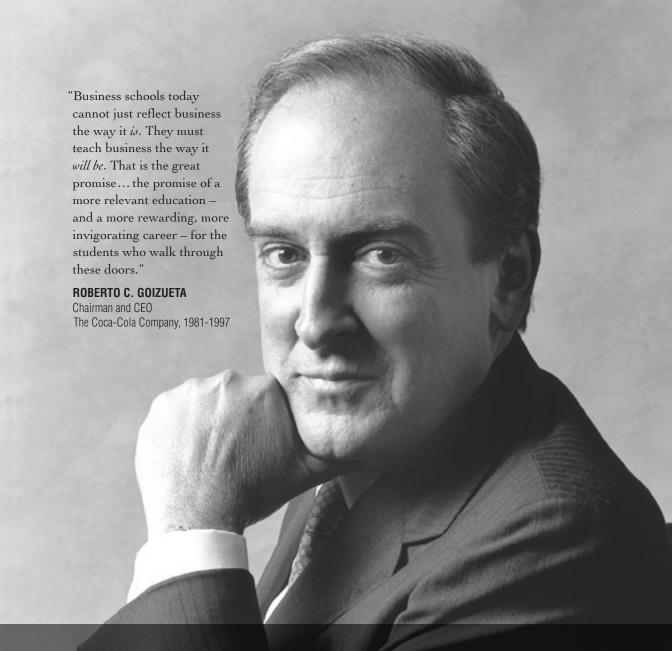


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At Goizueta Business School, we train you in an intimate community of leaders and scholars.

You arrive here a great leader.

You leave a greatly enhanced one.

Our curriculum wraps the study of business in the study of leadership, with core values lining the path to enriched self-awareness, ethics and social skills. This holistic approach ensures a different kind of student development — directed learning in which students not only become wise in the ways of business, but also develop themselves as Principled Leaders for Global Enterprise.

# THE LEGACY OF ROBERTO C. GOIZUETA

# LEAD THROUGH ACTION

Goizueta Business School is honored to take its name and legacy from Roberto C. Goizueta. Mr. Goizueta was an innovative and influential business leader who served as chairman and chief executive officer of The Coca-Cola Company from 1981 until his death in 1997. Hailed by *The Wall Street Journal* as "one of the most highly regarded CEOs in America," Mr. Goizueta worked hard to demonstrate a level of personal and professional courage throughout his lifetime. This commitment has made him one of the most respected business leaders of the 20th century.

Roberto C. Goizueta was born in Havana in 1931. He moved to the United States where he taught himself English by going to the movies at night and studying at a Connecticut prep school. In 1953, he graduated from Yale University with a degree in chemical engineering. Back in Cuba, Mr. Goizueta accepted a job with the Havana subsidiary of The Coca-Cola Company. Eventually in 1961, the Goizueta family left Cuba with a suitcase, \$40 cash and a dream.

His story boils down to a single, inspiring reality – the reality that a young immigrant could come to this country, be given a chance to work hard and apply his skills, and ultimately earn the opportunity to lead not only a large corporation, but an institution that actually symbolizes the very essence of America and American ideals.

Through determination and perseverance, Mr. Goizueta worked his way to the top position at The Coca-Cola Company and quickly became known as a talented leader, problem solver and innovative thinker. His personal journey and outstanding achievements led him and the company to unprecedented success.

While building the future of Coca-Cola, Mr. Goizueta also contributed to the growth of Emory and the Business School. We ensure the legacy of Mr. Goizueta is carried forward in everything we do – education, leadership and excellence.

# THE GOIZUETA LEGACY > www.goizueta.emory.edu/legacy



"We, in business, do have a calling. We have a calling to reward the confidence of those who have hired us and to build something lasting and good in the process."

# **ROBERTO C. GOIZUETA**

Chairman and CEO
The Coca-Cola Company, 1981-1997

# THE GOIZUETA FOUNDATION

# PROMOTE AND SUPPORT EDUCATION

In 1992, Roberto C. Goizueta established The Goizueta Foundation to provide financial assistance to educational and charitable institutions that empower individuals and families through educational opportunities that improve the quality of their lives.

Due to the philanthropic vision of Mr. Goizueta, The Foundation aims to support educational programs that promote sustainable change and have a long-term impact in the community. In order to carry out this vision, The Foundation prefers to work closely with potential grantees to encourage open communication and foster a sense of community partnership.

The Foundation's commitment to the continued growth of Goizueta Business School recently culminated in a \$35 million building addition, dedicated in September 2005. Today, Mrs. Olga C. de Goizueta (pictured below center) carries on her husband's legacy by serving on the Emory Board of Trustees.

THE GOIZUETA FOUNDATION > www.goizuetafoundation.org



# FROM THE DEAN

In this flattening world the payoff to self-investment is increasing dramatically. Organizations are keenly aware that the distinction and leadership of their people is their primary source of sustained value. By focusing on building your skills and your leadership qualities, you will reap enormous personal and economic benefits.

Business education is a great vehicle for you to build on your unique talents and put yourself on your desired path of career success and fulfillment. As you make your personal investment choices, approach the challenge as a business would. Create a business model for yourself that highlights your strengths as your competitive advantage. And choose your school carefully. Not all business schools are alike, so it's important to look for the right "fit" for you.

Emory University's Goizueta Business School may be that perfect fit. Our mission is to give you the ideal environment to grow both academically and as a leader. Our world-class faculty offer you access to state-of-the-art knowledge of management. You can drill down into any of the major functional areas, and at the same time round out the knowledge that will prepare you as a leader. We offer unique leadership development opportunities where it is expected that you will build your complete self. Through our small, intimate environment you will learn to make critical decisions, lead teams and collaborate with others.

We are proud of the great people — our alumni — that have come before you. They have parlayed their world-class business educations into success and have each left an indelible mark on our school. We pledge to offer you a top-quality education and support you in your academic pursuit, your personal discovery and your career aspirations. And we will expect no less of you than we have of our alumni — to be successful, to leave a positive mark on our school and to remain a lifelong part of the Goizueta family.

Lawrence M. Benveniste, PhD Dean, Goizueta Business School Asa Griggs Candler Professor of Finance



"Goizueta is a rising star – I am proud to be part of its continued growth; work with the faculty, staff and students; build on past recruiting successes and partner with Atlanta's thriving business community."

**LAWRENCE M. BENVENISTE, PhD**Dean, Goizueta Business School
Asa Griggs Candler Professor of Finance

# FROM THE INTERIM ASSOCIATE DEAN

Dear Prospective Goizueta Students,

You are currently thinking about one of the most important decisions in your professional life — where to go to earn your MBA. This is an exciting time as you evaluate options and choose the school that will become an important part of your personal brand for the rest of your career. You want to select a school that offers excellent academics, a world-class faculty, exceptional leadership development opportunities, a vibrant business community to partner with and a community within the school that simultaneously supports and challenges you. This describes the Goizueta experience.

The Goizueta experience is a holistic one that targets your intellectual and personal leadership development. We help you develop your intellectual skills through the classroom experience. At Goizueta, you will study with world-renowned faculty members in a small and intimate learning environment. We help you develop your leadership capabilities through our Leadership Academies. The Goizueta Leadership Academy and the Goizueta Advanced Leadership Academy are experiential development opportunities where you get to practice and refine your skills as a leader.

Goizueta is a wonderful community, in a great university, located in an international city. Come to Emory and experience Goizueta for yourself.

Steve V. Walton, PhD Interim Associate Dean, Full-Time MBA Programs Associate Professor in the Practice of Decision and Information Analysis

"Mr. Goizueta's legacy is alive in our school. He challenged us when he said, 'The cynics will tell you that the good you do today will be forgotten tomorrow – I am telling you, do it anyway."

STEVE V. WALTON, PhD
Interim Associate Dean, Full-Time MBA Programs
Associate Professor in the Practice of Decision and
Information Analysis



# THE GOIZUETA DIFFERENCE

Goizueta provides a superior education in a highly engaged and close-knit community, featuring a distinctive and nationally recognized approach to leadership development and access to many of the world's most recognizable names in business. The combination provides unique advantages that are unmatched by any other business school.

# GLOBALLY RECOGNIZED FACULTY

Goizueta faculty members are thought leaders who share their knowledge, extensive business acumen, industry insights and expert points of view in a rigorous academic environment. They publish in the top journals, have taught at the finest MBA programs around the world and have earned their graduate degrees from the most prestigious universities. As a result, they bring both rich intellectual depth, as well as highly pragmatic methodologies, to the courses they teach. A distinctive feature of Goizueta is that students get to know their professors personally. For most students, faculty become mentors and friends who continue to add insights and lifelong professional value that extends far beyond the classroom.

# INTIMATE AND ENGAGED COMMUNITY

Goizueta offers the opportunity to study and learn within a tightly knit academic community with small class sizes ranging from 30-65 students. Our boutique setting fosters an environment in which a great deal of learning and professional development occurs through peer interaction. In this setting, every voice is heard, every accomplishment matters and every single student has the ability to have a profound impact on the organization.

#### WORLD-CLASS LEADERSHIP DEVELOPMENT

Goizueta develops leaders through a holistic approach that combines the academic foundation acquired in the business curriculum with a broad range of opportunities for personal maturation and professional growth. Goizueta's model for building level-appropriate leadership competencies endows individuals with the knowledge, insights and abilities to make significant positive contributions to the organizations and societies they serve.



"Goizueta develops intellect with rigorous courses and develops the entire person through curriculum and co-curricular activities focused on enriching leadership capabilities. I saw a diverse community of people that would both challenge and support me in my development."

## **BEN SLAUGHTER | TWO-YEAR 07MBA**

UNDERGRADUATE: Boston College
ON-CAMPUS LEADERSHIP POSITION: Fellow, Goizueta Advanced
Leadership Academy
INTERNSHIP: The Home Depot Leadership Program
CURRENT EMPLOYER: McMaster-Carr Supply Company

# EMORY'S VAST RESOURCES

Goizueta students are part of Emory University, one of the finest institutes of higher learning in the world. Founded in 1836, Emory is a top 20 national research university that, in addition to being recognized for its outstanding professional schools, is known for its liberal arts college and its superior healthcare system. In addition to taking advantage of the Business School's state-of-the-art facilities and resources, Goizueta students have access to almost 3,000 faculty members, 2.7 million volumes in the libraries and a worldwide network of affiliated institutions, such as The Carter Center, EmTech Biosciences, Yerkes National Primate Research Center and the Centers for Disease Control and Prevention.

# ATLANTA'S OPPORTUNITIES

Nestled within the tree-lined residential campus of Emory University, Goizueta Business School lies just a few miles from the heart of downtown Atlanta. With a population of more than 5.1 million people and the world's busiest airport at its disposal, Atlanta boasts the third-highest number of Fortune 500 corporate headquarters. The city attracts three-fourths of the Fortune 1000 with a thriving entrepreneurial and business climate that features multinational corporations, such as The Home Depot, The Coca-Cola Company and UPS, as well as a vast array of startup ventures found in our technology corridor.

# POSITIVE IMPACT ON SOCIETY

Goizueta is dedicated to educating principled leaders. We recognize that there are many business, community and social issues that our capabilities and resources can uniquely address. It is our responsibility as an institution to use our collective gifts to achieve not only success, but also significance. As individuals we are committed to the organizations in which we participate, the populations we serve, the communities in which we operate and to society as a whole.

"You don't realize the advantages of being an MBA student living in Atlanta until you're here. Atlanta is the New York of the South – bustling with internationally renowned Fortune 100 companies, startups, non-profits and entrepreneurs. The resources that students have available through Goizueta's local connections and relationships are amazing."

# **COURTNEY ROBINSON | ONE-YEAR 07MBA**

UNDERGRADUATE: Pennsylvania State University
ON-CAMPUS LEADERSHIP POSITION: Co-Vice President, One-Year Class
CURRENT EMPLOYER: Unilever





"One key to the Goizueta experience is the School's size. Our smaller alumni base is energetic, enthusiastic and hungry to perpetuate the success of the School. I am among dozens of my classmates who can directly attribute our job offers to the alumni network."

# **OUR CORE VALUES**

We take pride in being one of the few business schools that publicly promotes its Core Values. These ideals drive principled, effective leaders in business and are the same values we instill in all of our students, both during and after their experience at Goizueta.

Our Core Values are:

- Courage
- Integrity
- Accountability
- Rigor
- Diversity
- Team
- Community

The Core Values Council promotes these values in every aspect of the Goizueta experience. The Council, made up of MBA students, works to further integrate our Core Values into the admissions process, academic curriculum and the overall MBA experience.

# APPLYING CORE VALUES

We encourage various activities that provide students the opportunity to practice and live the Core Values. For example, as a new student you can opt to participate in an organized skydiving experience with your fellow classmates, which is a representation of the Core Value of Courage. By stepping into thin air together at 14,000 feet, you land with the confidence and knowledge that you can overcome any challenge or fear put before you.

CORE VALUES > www.goizueta.emory.edu/corevalues

GOIZUETA'S CORE VALUES				
Be an integral	Be an integral part of one of the few business schools that embraces – and embodies – a set of Core Values.			
COURAGE	Acting with confidence, resolve and self-possession in the face of uncertainty and risk			
INTEGRITY	Finding and applying one's value system consistently			
ACCOUNTABILITY	Honestly assessing strengths and weaknesses, keeping commitments and acknowledging and learning from mistakes and successes			
RIGOR	Instilling excellence by seeking academic challenges and personal development beyond one's comfort zone			
DIVERSITY	Valuing differences in a person's background, strengths, interests and experiences			
TEAM	Working together as a group towards a common goal by supporting, challenging and communicating with each other effectively			
COMMUNITY	Creating an environment built on trust, support and mutual respect			



"After traveling to many big cities in the United States, I think Atlanta is the best place for international students to start their American experience. Atlanta is such a great combination of metropolitan life and affordable living. People here are warm and patient. The weather is really nice, and there are trees and flowers everywhere. In addition, Atlanta is a diversified city, offering a wide variety of international cuisines. All these make my life much easier to adapt to a new environment. I would say Atlanta is my second home."

# DISCOVER ATLANTA

# EXPERIENCE ENDLESS OPPORTUNITIES

Atlanta is the epicenter of the Southeast, a city of the future with strong ties to its past. Atlanta is surrounded by a history and culture that enhances the quality of life in a contemporary city. With a strong business presence and a rich heritage, Atlanta epitomizes the characteristics of a vibrant, economically strong international business city.

# Atlanta highlights:

- Ranked 3rd among US cities for having the most Fortune 500 headquarters for companies, including The Home Depot, The Coca-Cola Company, Delta Air Lines and UPS
- Has a presence from at least 70% of all the Fortune 1,000 companies
- Ranked the 8th largest metro area in the US, home to more than 5.1 million people
- Home to Hartsfield-Jackson International Airport one of the world's busiest airports
- Home to six professional sports teams and a rich cultural community, including the High Museum of Art

# EXPLORE ATLANTA

- > www.atlanta.com
- > www.metroatlantachamber.com





Faculty & Research

# **OUR FACULTY**

# LEAD BY EXAMPLE

A world-class business school faculty should produce insightful research, as well as create an engaging and challenging classroom experience for students. Great researchers and great teachers work in tandem as the intellectual engine that drives Goizueta Business School forward. To support both research and teaching goals, each of our faculty members chooses to follow one of two professional tracks. The tenure track supports faculty in developing the latest business research and leading-edge thinking. The non-tenure track faculty, those "in the practice of" their field, choose to focus the majority of their time teaching, giving their talents and attention to the classroom experience.

As a faculty of 100 eminent educators and scholars, our professors are respected and recognized among the finest business scholars worldwide. They have attended the most prestigious universities and have taught in the finest MBA programs around the world.

# SUCCESS IN RESEARCH

Success in research is often measured by new knowledge creation. According to data published in *The Chronicle of Higher Education*, the faculty of Goizueta Business School ranks in the top ten of all business schools in creating new knowledge in the areas of finance, accounting and marketing. As a student, you will be learning from some of the most prolific business researchers in the world.

# SUCCESS IN TEACHING

Our faculty is committed to exploring new teaching methods and curriculums. They continue to refine their teaching skills through a variety of enrichment programs. Most importantly, with a student/faculty ratio of 5:1, they are dedicated to individual, one-on-one attention. These important relationships will add value throughout your career — and your life.

FACULTY BIOS > www.goizueta.emory.edu/faculty

"Having the opportunity to work with a professor who teaches the most rigorous and thought-provoking courses in my area of focus has been an incredible experience. And it's not one that is exclusive to just a few select students — a large proportion have the chance to act as teaching assistants each semester."

#### **ALLY STOKES | TWO-YEAR 07MBA**

UNDERGRADUATE: University of Florida

ON-CAMPUS LEADERSHIP POSITION: VP Alumni Affairs, Goizueta Consulting Association

INTERNSHIP: Adjoined Consulting (now Capgemini)
CURRENT EMPLOYER: IBM Global Business Services



> www.goizueta.emory.edu/allystokes



# SELECTED FACULTY PROFILES



DOUG BOWMAN Professor of Marketing

Professor Bowman joined Goizueta Business School in the Summer of 1999. He is published in the *Journal of Marketing Research, Marketing Science, The International Journal of Research in Marketing* and *The Economist.* Professor Bowman has appeared on television networks such as MSNBC to discuss topics related to marketing strategies and tactics and consumer trends. His research into the evolution of customer preferences in a new market won the 2001 Paul E. Green Award. He was a finalist for the 2003 Best Paper Award in IJRM. He is listed as Outstanding Faculty in four recent editions of *BusinessWeek's* Guide to the Best Business Schools. In 2004, he was awarded the Marc F. Adler Prize for Excellence in Teaching. He has consulting experience with firms ranging from The Coca-Cola Company to Earthlink to Group BMW to Whirlpool. Professor Bowman has a PhD in Marketing from the Wharton School at the University of Pennsylvania.



MICHAEL SACKS
Associate Professor in the Practice of Organization and Management

Professor Michael Sacks joined the Goizueta Business School faculty in the Fall of 2000 after completing his PhD in Organization Behavior and Sociology at the Kellogg Graduate School of Management at Northwestern University. Professor Sacks' research explores how entrepreneurs use social capital to negotiate economic opportunities. His most recent work investigates how social networks heighten entrepreneurial access to venture capital money, and how the management of social capital affects future funding and ultimate economic profits. Some of his other projects have been published in: *Research in the Sociology of Organizations, American Behavioral Scientist, Negotiation Journal* and the *Financial Times*.



KRISTY TOWRY
Professor of Accounting

Professor Towry joined the Goizueta Business School faculty in the Fall of 2002, after receiving her PhD from the University of Texas at Austin. She has extensive experience in managerial accounting and finance, having spent nine years at Exxon Company, USA and Compaq Computer Corp. Dr. Towry's research relates to the use of accounting information for managerial decision making, with a special focus on managerial control systems and financial incentives. She has published numerous articles and received many awards, including the Alumni Award for Excellence in Research, 2006; the Adler Teaching Prize, 2006; the Goizueta Full-Time MBA Excellence in Teaching Award, 2003-06; and she received the McLaughlin Prize for Research in Accounting Ethics, 2004.



"Besides the high-speed summer experience of the One-Year Format, I valued Professor Klaas Baks' class, Venture Capital and Private Equity, most. Within a series of eight teambased case studies, which were about venture capital investments or management buyouts, I was challenged to apply the full set of knowledge I have learned at Goizueta from finance to strategy. It was a great experience and provided confidence for all the challenges to come after my graduation from Goizueta. I believe that the more you put in the more you get out, in anything that you do. This applies also to earning an MBA – however, at Goizueta it feels like you have a chance to accelerate your input."

# SUCCESS IN RESEARCH

Goizueta offers a variety of research resources and organizations available to students, faculty and the community. These resources provide the opportunity for students to gain new management insights, focus on leadership and entrepreneurial growth and manage real-world brand issues.

# EMORY MARKETING INSTITUTE

The Emory Marketing Institute is an independently managed organization within the Goizueta Business School that pursues the advancement of brand-driven business performance. The Institute leads the development of new knowledge and insights for managing persistently profitable brands. Working cooperatively with sponsors, other universities, research organizations and its members, the Institute creates cross-disciplinary solutions to manage real-world brand issues.

# EMORY MARKETING INSTITUTE > www.emorymi.com

# CENTER FOR ENTREPRENEURSHIP AND CORPORATE GROWTH (CECG)

The Center for Entrepreneurship and Corporate Growth is a national multi-disciplinary research center focused on the complex issues of business growth throughout an organization's lifespan. The Center's mission is to help businesses achieve and maintain success through the creation and implementation of growth best practices tailored to the different stages of business life cycles. The CECG also funds research grants for faculty at Goizueta and other leading schools to explore issues of growth.

CECG > www.goizueta.emory.edu/cecg



"Our amazing faculty has taken a special role in shaping my Goizueta experience. They stretch us in the classroom, ensuring that as future leaders, we are asking the right questions and driving towards the right answers."

# SHAYNA GASPARD | TWO-YEAR 08MBA

UNDERGRADUATE: University of Pennsylvania
ON-CAMPUS LEADERSHIP POSITION: Alumni and Activities Chair,
Black MBA Association
INTERNSHIP: The Coca-Cola Company

# KNOWLEDGE@EMORY

Knowledge@Emory is a bi-monthly online publication produced by Emory and the Wharton School at the University of Pennsylvania. This publication offers the latest business insights, information and research from a variety of sources. These sources include: current business trends, interviews with industry leaders and our faculty, articles based on the most recent business research and more.

SUBSCRIBE > www.knowledge.emory.edu

# **GOIZUETA BUSINESS LIBRARY**

Decision-making requires more than a simple search box. The Goizueta Business Library connects you to a team of savvy business information professionals and to 80+ virtual corporate desktop resources for searching the global business marketplace. Whether you want to master a specific discipline, advance your career or gather business intelligence, we will help you learn to use your research time most efficiently. The Goizueta Business Library team will enable you to sharpen your competitive edge in the classroom and in your job search interviews.

LIBRARY > www.goizueta.emory.edu/library

Monica Worline, PhD Assistant Professor of Organization and Management Molly Epstein, PhD Assistant Professor in the Practice of Management Communication Jan Barton, PhD Associate Professor of Accounting



# Full-Time MBA Programs Immerse Dive into a transformative educational experience

# TWO-YEAR FULL-TIME MBA

The pace of change in global business is accelerating. Business decisions are more complex, they transcend traditional functional boundaries and demand more from MBA students earlier in their careers. The curriculum of an MBA program empowers you to cultivate your business acumen and equips you with tools you need to excel.

At Goizueta Business School, we are currently engaged in real-time innovation. We are advancing our Full-Time MBA curriculum to position our MBA students to confront the complexities of 21st century business. Our new curriculum will be even more:

- Analytical to understand and respond to complexity
- Flexible to enable customization and facilitate change
- Integrated to inspire insights across functions
- Experiential to connect ideas to practice
- Global to engage the world community

Our faculty has taken on this challenge and continues to refine the curriculum with the goal of inaugurating the new curriculum beginning in 2008. The fundamental subjects and topics of our curriculum are outlined on the next page.

We will be updating our progress on our website. Please follow our steps forward at the address below.

TWO-YEAR MBA > www.goizueta.emory.edu/twoyearcurriculum

# SUMMER INTERNSHIP

Only available to Two-Year MBA students, Goizueta's summer internship allows you to evaluate your career path first-hand. Working with the Career Management Center (CMC), MBA program office, faculty and corporate partners, Two-Year MBA students are able to work on projects in almost any industry during their summer internship.

"During my summer internship at Jimmy Choo, I worked directly with the chief operating officer sharing my ideas and knowledge regarding strategic planning and the direction of the company. The tools that I learned at Goizueta proved to be a powerful foundation that allowed me to excel during my summer internship."

# **ELISSA HINTLIAN I TWO-YEAR 07MBA**

**UNDERGRADUATE:** Washington University

ON-CAMPUS LEADERSHIP POSITION: Team Leader, GMSC Team BellSouth

INTERNSHIP: Jimmy Choo



TWO-YEAR MBA OVERVIEW			
FIRST YEAR SECOND YEAR			
LEAD Week Fall: Integrated Problem Solving Spring: Global or Industry Leadership	LEAD Week Fall: Integrated Problem Solving Spring: Global or Industry Leadership		
Core Competency Areas  Decision Analysis Financial Accounting Economics Strategic Management Leading People & Organizations Finance Marketing Process & Systems Management Goizueta PLUS	Specialization  Elective 6 Elective 7 Elective 8 Elective 9 Elective 10 Elective 11 Elective 12 Elective 13 Elective 14		
Specialization  • Elective 1  • Elective 2  • Elective 3  • Elective 4  • Elective 5			
Practicing Management I  Applied Learning with Business Leaders Career Exploration & Preparation	Practicing Management II  Leadership Development Applied Learning with Business Leaders		

CLASS OF 2008 TWO-YEAR STUDENT PROFILE			
Number of Students	149		
Average GMAT	690		
Middle 80% GMAT Range	630-740		
Average Undergraduate GPA	3.4		
Average Age	28		
Average Work Experience	5 years		
Women	27%		
Minority	12%		
International	36%		



"Goizueta and all its members have been my family for the past two years, providing me with opportunities to interact with an intelligent and international peer group, to challenge and understand theories from my professors and to explore and truly experience leadership in all its facets. The amalgamation of these factors allowed me to secure my ideal job."

HEAR MORE IN HIS OWN WORDS > www.goizueta.emory.edu/aalapmerchant

# ONE-YEAR FULL-TIME MBA

# ONE CHALLENGING YEAR - A LIFETIME OF OPPORTUNITY

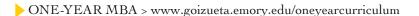
Goizueta is one of a handful of business schools in the US offering a Full-Time MBA in a three-semester, 12-month curriculum. Running from May to May each year, the program starts with a week-long orientation experience which is required for all students. "Welcome to Atlanta" week is required for all international students, ensuring a smooth transition to Atlanta and the Goizueta community.

During an intensive summer semester, you will complete an accelerated review of first-year core business courses. In the months that follow, you will spend the majority of your time with Two-Year MBA students in elective courses that can be focused or broad in nature. Due to the length of this program, it is not possible to complete an internship; however, the one-year format provides full access to second-year electives, LEAD Week, Goizueta PLUS seminars, Goizueta Leadership Academies and other leadership opportunities.

# THE IDEAL CANDIDATE

The One-Year MBA is specifically designed for students who possess:

- Solid and progressive work experience
- An undergraduate degree in business or economics applicants with strong quantitative backgrounds in majors such as engineering or mathematics may also qualify for admission
- Focused post-MBA goals
- Coursework (prior to program start date) which includes: Statistics, Financial Accounting, Corporate Finance and Microeconomics





"The One-Year Program provided an intense learning environment, where I used my previous business experiences as a platform from which to build a stronger knowledge base. As a Full-Time student, I fully immersed myself in the community, further improving my leadership abilities, while also impacting the direction of the School. As Welcome Weekend Co-Chair, I assumed a challenging role that stretched my managerial skills and prepared me for the future rigors of the business world."

### **RODES BAZZEL | ONE-YEAR 07MBA**

UNDERGRADUATE: Washington and Lee University
ON-CAMPUS LEADERSHIP POSITION: One-Year Chair,
Welcome Weekend

CURRENT EMPLOYER: Kurt Salmon Associates Capital Advisors

ONE-YEAR MBA OVERVIEW			
SUMMER FALL & SPRING			
Core Competency Areas  Decision Analysis Financial Accounting Feonomics	LEAD Week Fall: Integrated Problem Solving Spring: Global or Industry Leadership		
<ul> <li>Strategic Management</li> <li>Leading People &amp; Organizations</li> <li>Finance</li> <li>Marketing</li> <li>Process &amp; Systems Management</li> <li>Goizueta PLUS</li> </ul>	Specialization  Elective 1  Elective 2  Elective 3  Elective 4  Elective 5  Elective 6  Elective 7  Elective 8  Elective 9		
Practicing Management I  Applied Learning with Business Leaders Career Exploration & Preparation	Practicing Management II  Leadership Development Applied Learning with Business Leaders		

CLASS OF 2008 ONE-YEAR STUDENT PROFILE				
Number of Students 42				
Middle 80% GMAT Range	570-670			
Average Undergraduate GPA	3.2			
Average Age	28			
Average Work Experience	5 years			
Women	33%			
Minority	10%			
International	38%			

# CUSTOMIZE YOUR LEARNING EXPERIENCE

# CHOOSE CONCENTRATIONS AND ELECTIVES

In response to the dynamic business world, Goizueta offers 23 different concentrations — within the five academic areas — in both established and emerging topics. Electives provide students the opportunity to pursue specific areas of study beneficial to a particular career.

Throughout the duration of the MBA program, you choose nine electives in the One-Year MBA or 14 electives in the Two-Year MBA. Depending on the course of study, you may choose Goizueta electives or approved electives from other schools within Emory or other partner institutions.

Furthermore, Two-Year MBA students tailor their curriculum to meet specific career goals. By choosing five electives to take in your area of study prior to a summer internship, you can maximize your return from the internship experience.

# **GOIZUETA PLUS**

In the first year of your program, you will have focused opportunities to develop your interviewing, presentation and persuasive speaking skills. Building smart answers to questions, developing stories that communicate your unique skills and ideas and persuading others to take action will improve your ability to excel in your next job — and in all future jobs.

GOIZUETA PLUS > www.goizueta.emory.edu/goizuetaplus

# **CORE COURSE WAIVERS**

If you have a strong business or economics background, optional waiver exams are available. While the overall length of the MBA program does not change, passing waiver exams offers you the freedom to substitute core courses with electives – offering greater customization for your desired career path.



"I had the distinct opportunity to work with the Dean's office to redesign Goizueta's healthcare concentration. I remember my first meeting with Dean Benveniste. I told him, 'I think what we have now is good, but I think it could be better.' He replied, 'Great. Go make it better. You have my full support.'"

# MICHAEL GAVIN I ONE-YEAR 07MBA UNDERGRADUATE: Georgetown University

ON-CAMPUS LEADERSHIP POSITION: VP, One-Year Class CURRENT EMPLOYER: Kurt Salmon Associates

HEAR MORE IN HIS OWN WORDS
> www.goizueta.emory.edu/michaelgavin

# PRACTICING MANAGEMENT

Business education comes alive when ideas meet practice. Business leaders, faculty and others will connect the concepts you learn in class with their application in business settings. Through live cases with business leaders, speakers on current issues, career exploration and preparation sessions, you will have the opportunity to integrate your knowledge across multiple areas, gain deeper insight into what drives business decisions and apply that understanding to your own job search.

#### DIRECTED STUDY

Our Directed Study program gives students the freedom to tailor their learning experience to their desired goals. If you have an interest in a specific topic that isn't covered in an existing course, we encourage you to create your own course. Under this curriculum option, you may develop your own course idea, propose the project, and once approved, partner with an experienced faculty member to complete the work.

Through this self-driven and collaborative opportunity, you will learn how to transform abstract theoretical questions into workable projects that lead to practical solutions for real-world business problems. Through this interaction, you learn the research norms and values that will guide you through today's global business landscape.

# JOINT DEGREE OPTIONS

For those seeking a broader educational base, we offer joint degree programs with Emory Law School, Rollins School of Public Health, Candler School of Theology and the Emory School of Medicine. Applicants must apply to each program separately by completing the application requirements of each school.

JD/MBA Juris Doctorate www.law.emory.edu
MBA/MPH Masters in Public Health www.sph.emory.edu
MBA/MDiv Masters in Divinity www.candler.emory.edu
DPT/MBA Doctor of Physical Therapy www.rehabmed.emory.edu/pt

JOINT DEGREES > www.goizueta.emory.edu/jointdegree

"In today's world, the practices of law and business increasingly overlap. A lawyer with an MBA is better able to assist corporate clients in strategizing and planning, and a businessperson with a legal education is better able to understand the legal consequences of business decisions. Emory's JD/MBA program gave me the competitive advantage I need."

# MATTHEW WOLFSON | TWO-YEAR 07JD/MBA

UNDERGRADUATE: University of Michigan

ON-CAMPUS LEADERSHIP POSITION: President, Student Bar Association

INTERNSHIP: Cantwell & Cantwell

CURRENT EMPLOYER: Hewitt Associates, LLC





"After working in brand management at PepsiCo for three years, I left to work as a rural economic development volunteer with the Peace Corps in Paraguay. After that, I studied Hebrew and Jewish studies in Israel before coming to Goizueta to earn my MBA. When entering the job search process, I was nervous at first that I had lost my edge since my business skills had not been used in several years. Coming to Goizueta solved that problem more than I had realized. Employers truly valued the combination of a unique background with rigorous economic training as a source of creative thinking in their organizations. Matching that diversity of thought and experience with the quality of a Goizueta degree proved to be a winning blend with employers from all industries."

# **ELECTIVES AND CONCENTRATIONS**

	MARKETING				
	Marketing Leadership Concentration	Product & Brand Management Concentration	Business Development Concentration		
Strongly Recommended Electives	Customer Behavior Forecasting in a Digital Age Integrated Marketing Communication Marketing Intelligence Marketing Seminar Marketing Strategy Non-Profit Marketing Service Marketing Marketing Fieldwork Directed Study	Brand Management/Customer Behavior Forecasting in a Digital Age Goizueta Marketing Strategy Consultancy Integrated Marketing Communication Marketing High-Tech Products Marketing Intelligence Marketing Strategies in Global Environments Pricing Sales & Business Development Marketing Fieldwork Directed Study	Customer Behavior Marketing High-Tech Products Marketing Seminar Pricing Sales & Business Development Service Marketing Marketing Fieldwork Directed Study		
Recommended Electives	Brand Management Decision Modeling Decision Tools & Visualization Marketing High-Tech Products Marketing Strategies in Global Environments Pricing Sales & Business Development Service Operations Strategic Decision Analysis	Decision Modeling Decision Tools & Visualization Entertainment Media & Sports Fieldwork Forecasting in a Digital Age Leading & Management Change Marketing Seminar Non-Profit Marketing Service Marketing Strategic Decision Analysis	Decision Modeling Decision Tools & Visualization Integrated Marketing Communication Negotiations Non-Profit Marketing Strategic Decision Analysis		

		CONSULTING	G	
	Strategy Concentration	Management Consulting Concentration	Business Process Consulting Concentration	Marketing Concentration
Strongly Recommended Electives	Change Management Decision Modeling Financial Statement Analysis Goizueta Marketing Strategy Consultancy Industry & Competitor Analysis Marketing Strategy Multinational Firms Pricing Service Operations Strategic Decision Analysis	Change Management Decision Modeling Financial Statement Analysis Forecasting in a Digital Age Goizueta Marketing Strategy Consultancy Industry & Competitor Analysis Multinational Firms Marketing Strategy Service Operations Strategic Decision Analysis	Decision Modeling Forecasting in a Digital Age Managerial Reasoning & Rationality Managing Digital Products Process Analysis & Six Sigma Project Management & Collaboration Supply Chain Management	Brand Management Decision Modeling Goizueta Marketing Strategy Consultancy Marketing Fieldwork Marketing High-Tech Products Marketing Intelligence Marketing Seminar Marketing Strategies in Global Environments Marketing Strategy Pricing Service Marketing Directed Study
Recommended Electives	Brand Management Decision Tools & Visualization Directed Study Ethics & Business Forecasting in a Digital Age Information & Global Capital Markets Leadership Communications Negotiations Principled Leadership	Corporate Governance & Restructuring Decision Tools & Visualization Directed Study Security Analysis & Portfolio Management Supply Chain Management	Directed Study	Corporate Governance & Restructuring Customer Behavior Decision Tools & Visualization Financial Statement Analysis Forecasting in a Digital Age Industry & Competitor Analysis Integrated Marketing Communications Non-Profit Marketing Strategic Decision Analysis

FINANCE				
	Finance Concentration	Corporate Finance Concentration	Capital Markets Concentration	
Strongly Recommended Electives	Applied Investment Management Corporate Governance & Restructuring Derivative Asset Analysis Financial Services Financial Statement Analysis Fixed Income Analysis Forecasting in a Digital Age International Finance Investment Banking Security Analysis & Portfolio Management Venture Capital & Private Equity	Advanced Corporate Finance Corporate Governance & Restructuring Derivative Asset Analysis Financial Statement Analysis Forecasting in a Digital Age International Finance Investment Banking Security Analysis & Portfolio Management Venture Capital & Private Equity	Applied Investment Management Advanced Derivative Assets Derivative Asset Analysis Financial Services Fixed Income Analysis Forecasting in a Digital Age International Finance Investment Banking Security Analysis & Portfolio Management Venture Capital & Private Equity	
Recommended Electives	Advanced Derivative Assets Advanced Corporate Finance Advanced Financial Statement Analysis Decision Modeling Directed Study Global Macroeconomic Perspectives Real Estate Management & Finance	Decision Modeling Directed Study Industry & Competitor Analysis	Decision Modeling Directed Study Real Estate Management & Finance	

	ACCOUNTING				
	Accounting Concentration	Financial Analysis Concentration	Global Financial Reporting & Analysis Concentration		
Strongly Recommended Electives	Advanced Financial Accounting Advanced Financial Statement Analysis Auditing Financial Reporting I Financial Reporting II Financial Statement Analysis Information & Global Capital Markets Taxation for Management Decisions	Advanced Financial Statement Analysis Financial Statement Analysis Information & Global Capital Markets	Advanced Financial Statement Analysis Financial Statement Analysis Information & Global Capital Markets International Finance		
Recommended Electives	Directed Study International Finance Security Analysis & Portfolio Management	Directed Study Security Analysis & Portfolio Management	Directed Study		

DECISION & INFORMATION ANALYSIS				
	Decision Analytics Concentration	Operations Management Concentration	Business Technology Management Concentration	
Strongly Recommended Electives	Decision Modeling Decision Tools & Visualization Forecasting in a Digital Age Strategic Decision Analysis	Process Analysis & Six Sigma Project Management & Collaboration Service Operations Supply Chain Management	Managerial Reasoning & Rationality Managing Digital Products Project Management & Collaboration	
Recommended Electives	Directed Study Managerial Reasoning & Rationality	Decision Tools & Visualization Directed Study Operations Management Courses with partner schools via ARCHE agreement	Decision Tools & Visualization Directed Study	

	ORGANIZATION & MANAGEMENT				
	Organization & Management Concentration	Leadership Concentration	Entrepreneurship Concentration	Global Management Concentration	
Strongly Recommended Electives	Change Management Ethics & Business Negotiations Principled Leadership	Change Management Ethics & Business Global Macroeconomic Perspectives Leadership Communications Negotiations Principled Leadership	Advanced Entrepreneurship Change Management Entrepreneurship Ethics & Business Negotiations Principled Leadership Venture Capital & Private Equity	Global Macroeconomic Perspectives Information & Global Capital Markets International Finance International Marketing Multinational Firms	
Recommended Electives	Directed Study Entrepreneurship Industry & Competitor Analysis Multinational Firms	Directed Study	Directed Study	Directed Study	

EMERGING TOPICS			
	Real Estate Concentration	Health Care Management Concentration	Sports, Media & Entertainment Concentration
Strongly Recommended Electives	Advanced Real Estate Finance NAIOP Case Competition Real Estate Development Real Estate Investment Analysis Real Estate Management & Finance	Biotech Marketing Healthcare Management & Markets Industry & Competitor Analysis Service Operations	Advanced Entrepreneurship Entrepreneurship Industry & Competitor Analysis Managing Digital Products Negotiations Service Operations Sports, Management & the Atlanta Falcons
Recommended Electives	Corporate Governance & Restructuring Directed Study Fixed Income Analysis Investment Banking Security Analysis & Portfolio Management	Cross-listed Healthcare Administration Courses with the Rollins School of Public Health Directed Study	Directed Study Sports Management Courses with partner schools via ARCHE agreement



# LEADERSHIP ACADEMIES AT GOIZUETA

The Goizueta Leadership Academies support the School's mission to develop principled leaders for global enterprise by providing developmental and experiential opportunities outside of the traditional classroom context. We do this through two programs:

- The Goizueta Leadership Academy open to all second-year Full-Time MBA students
- The Goizueta Advanced Leadership Academy (GALA) comprised of a select group of 75 second-year Full-Time MBA students

Both programs develop students' leadership capabilities along four interconnected dimensions that define the Goizueta integrated approach to leadership development:

- Cognitive problem-solving
- Behavioral leading and communicating
- Emotional understanding yourself and others
- Relational interpersonal relationships

"A lot of schools talk about leadership, but Goizueta gave us the tools and opportunities to develop into leaders. The Goizueta Advanced Leadership Academy provided a great environment to stretch myself and develop into a better leader. My experiences in the Academy were once-in-a-lifetime and helped me gain a better understanding of myself and how to lead others."

# MICHAEL NIARCHOS | TWO-YEAR 07MBA

UNDERGRADUATE: Wake Forest University
ON-CAMPUS LEADERSHIP POSITION: Director of Student Teams,
Goizueta Marketing Strategy Consultancy
INTERNSHIP: BlueLinx Corporation
CURRENT EMPLOYER: Deloitte Consulting



# THE GOIZUETA LEADERSHIP ACADEMY

Students apply what they learn in class about leadership as part of the Goizueta Leadership Academy. The Academy experience builds on curriculum to deepen leadership skill development. In the fall of the second year, all Full-Time MBA students participate in the Goizueta Leadership Academy. The Academy starts with LEAD Week, a week-long for-credit class that explores the topics of self-awareness, conflict, difficult conversations and networking. A second day-long program later in the term explores additional topics, such as leading diverse teams. To complete the Goizueta Leadership Academy, students submit a personal leadership self-assessment and create a personalized development plan.

# THE GOIZUETA ADVANCED LEADERSHIP ACADEMY

In the fall, students can apply to become one of 75 Fellows in the Goizueta Advanced Leadership Academy (GALA), which focuses on developing more advanced leadership skills. The GALA curriculum is carefully designed to develop specific leadership skills, and then challenge students to demonstrate their learning through the following experiences:

Leadership Coaching and Assessment – Leaders must understand their own values and leadership style before
they can understand the effect they will have on those they lead. Each GALA Fellow is assessed and counseled by a
professional executive coach on leadership style, leadership plans and the values that influence them.



"The Spring Break Capstone Challenge sailing trip in the British Virgin Islands was a great experience. We all were challenged as leaders in the most realistic setting possible. A wonderful opportunity to learn from team dynamics and changing winds, it was incredibly fun as well."

# MARIA URIBE | ONE-YEAR 07MBA

UNDERGRADUATE: Universidad Nacional de Colombia, Bogotá, Colombia ON-CAMPUS LEADERSHIP POSITION: Core Values Council Committee CURRENT EMPLOYER: Bancolombia S.A.

- Leading Innovation Weekend Successful leaders are able to think creatively and work in unfamiliar environments
  with diverse teams. GALA Fellows are exposed to the world of art and design as it applies to creativity and innovation
  in a business context. Business students are teamed with design students and professionals and compete against
  other teams on their best idea for a new product. Fellows learn to refine right-brained thinking from the designers,
  and in exchange, Fellows teach their design firm counterparts how to develop marketing plans and make sales
  presentations to potential investors.
- Improvisation Workshop Successful leaders are able to actively listen as part of their ability to communicate.
   GALA Fellows work with the Whole World Theatre's Improvisation Troupe to sharpen important leadership skills
   through exercises designed to develop listening, flexibility, impromptu speaking, acting and presence. Fellows come
   away with additional communication skills and an understanding that, in the end, leaders must not take themselves
   too seriously.
- Spring Break Capstone Challenge Successful leaders are able to draw on all of their leadership capabilities at any
  time. The Capstone Challenge incorporates everything the Fellows have learned over the semester, and gives them
  the opportunity to practice and demonstrate self-awareness, creative thinking, working in unfamiliar environments
  and communicating clearly. At the same time, Fellows are challenging their ability to deal with ambiguity, make
  decisions, build consensus and motivate a team.

The Capstone Challenge tests all of these abilities. The location and central activity of this trip can vary from year to year, but all challenges are intentionally difficult, ambiguous and stressful. Fellows quickly learn that the performance of the team depends on the interaction between them and their teammates, as they all make quick decisions and adapt to the rapidly changing conditions.

"The Honor Council is the most tangible representation of the Integrity Core Value at Goizueta. The council, made up of BBA and MBA students, serves as a governing body for the honor code and oversees incidents of academic dishonesty at the School. Honor Council meetings are extremely rare, as students at Goizueta take academic honesty very seriously."

# MATTHEW GUARD | TWO-YEAR 07MBA

UNDERGRADUATE: Harvard University
ON-CAMPUS LEADERSHIP POSITION: Honor Council
INTERNSHIP: Bain & Company, Inc.
CURRENT EMPLOYER: Bain & Company, Inc.



# DEVELOPING DEDICATED LEADERS

# THE GOIZUETA LEADERSHIP PROGRAM

We realize that developing leaders is best accomplished through both in-class learnings and experiential learning outside of the classroom environment. From the very first day, students are exposed to our leadership commitment through various core activities:

- Goizueta Leadership Retreat
- LEAD Week
- Goizueta PLUS
- Leadership March
- Case Competitions

# LEADERSHIP CONCENTRATION

In addition to a functional concentration, you can choose an academic concentration in leadership, which includes at least three of the following elective courses:

- Change Management
- · Principled Leadership
- Negotiations
- Ethics
- Global Macroeconomic Perspectives
- Leadership Communication



"I have been fortunate to have been involved in the Goizueta Finance Club leadership team for both my years. During this tenure, we have facilitated workshops on financial modeling, helped students with job search and interview preparation, planned company visits in coordination with the Career Management Center and organized finance case competitions to simulate the real-life deal environment."

# ASHUTOSH RATHORE | TWO-YEAR 07MBA

UNDERGRADUATE: International Institute of Professional Studies, Indore, India ON-CAMPUS LEADERSHIP POSITION: VP, Finance Club

INTERNSHIP: Wachovia Securities

**CURRENT EMPLOYER: Wachovia Securities** 

# CLUBS AND EXTRACURRICULARS

Your MBA experience extends beyond the classroom into out-of-class involvements. Your faculty and peers will continually create opportunities for you to take risks and exceed your own expectations.

Because we place such an enormous emphasis on the practice of acquired leadership skill sets, we've dedicated an entire month to it — "The Leadership March." During this time, you and your classmates vie for more than 300 named leadership positions, a hallmark of the Goizueta experience.

GET INVOLVED > www.goizueta.emory.edu/clubs

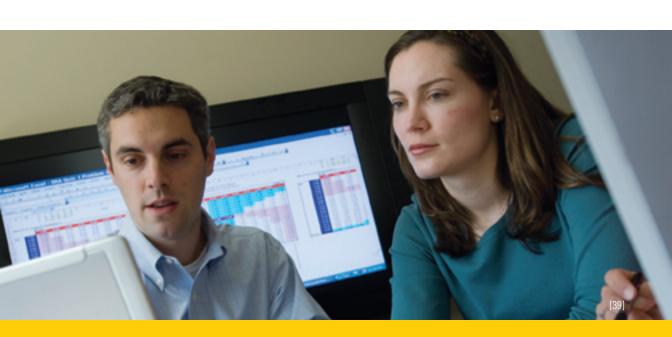
# STUDENT LEADERSHIP IN ACTION

Students can choose to practice leadership in a variety of organizations and activities, such as:

- Adventure Club
- Black MBA Association
- Business Technology Club
- Career Consultants
- Consulting Club
- Core Values Council
- Corporate Liaison Team
- Entrepreneurship Club
- Finance Club
- Goizueta Ambassadors

- Goizueta Business School Jesters
- Goizueta Christian Fellowship
- Goizueta Gives
- Goizueta Jewish Life
- Goizueta Partners
- Goizueta Pride Alliance
- Goizueta Women in Business
- Graduate Business Association
- Healthcare Club
- Hispanic Business Association

- The Honor Council
- International Buddy Program
- International Business Association
- Investment Club
- Marketing Association
- The Master Class
- Net Impact
- Real Estate Club
- Welcome Weekend Chairs





"Regardless of race or family income, every child should be given the opportunity to learn to swim. For the past six years I've been contributing to 'Swim for Life,' a learn-to-swim program, with Boys and Girls Clubs of America. Along with the release of the Lion's Gate Films' movie *Pride*, a story about minority swimmers, our program was folded into USA Swimming's 'Make a Splash' campaign."

# SERVE AND TAKE ACTION

# TAKE ACTION

At Goizueta, we actively promote and encourage student-organized, philanthropic events that bring to life our Core Values. By focusing on social responsibility, students deepen their community knowledge, leadership skills and personal development.

# **GOIZUETA GIVES WEEKEND**

Goizueta Gives is an annual charity event honoring the legacy of Roberto C. Goizueta through the donation of time and money to the greater Atlanta community. The event is organized by MBA students and attended by alumni, students, faculty, staff, administration and friends of Emory University. Every year, the proceeds from the weekend's events — which include a barbecue, children's art party, silent auction and charity golf tournament — benefit and support a designated non-profit organization.

# GOIZUETA IN THE COMMUNITY

Goizueta in the Community is a full day of service that further strengthens our connection within the Atlanta community while improving the lives of others. This coordinated team effort includes brainstorming and partnering with faculty and staff members, student project leaders and project sites to develop grassroots initiatives for giving back.

# TEEN LEADERSHIP SUMMIT

Our current MBA students had the desire to give back to their communities right away – and so they created the Teen Leadership Summit. This day-long event connects a diverse group of high school students with current MBA students to teach them practical business and leadership skills.

Through a short business case competition, a leadership skills workshop and a servant leadership experience, high school students have the opportunity to experience business — and business school — from the inside. The Summit gives current students the opportunity to start teaching the next generation of future business leaders today.



# LEADERSHIP SPEAKER SERIES

#### **Duane Ackerman**

Former Chairman and CEO BellSouth

# **Paul Amos**

President, AFLAC

# Sara Blakely

Founder, Spanx

# **Alex Counts**

President and CEO Grameen Foundation

#### Mark Cuban

Owner, Dallas Mavericks

# **Richard Edelman**

President and CEO, Edelman PR

# Michael Eskew

Chairman and CEO, UPS

#### Neville Isdell

Chairman and CEO The Coca-Cola Company

# James C. Kennedy

Chairman and CEO, Cox Enterprises

# Phil Kent

Chairman and CEO Turner Broadcasting System, Inc.

# Dr. Dennis Kimbro

Author, "Think and Grow Rich: A Black Choice," "Daily Motivations for African-American Success," "What Makes the Great Great" and "What Keeps Me Standing"

# A.G. Lafley

President, Chairman and CEO Procter & Gamble

#### Steven Levitt

Author, "Freakonomics"

# Dr. John Maxwell

Author, "The 21 Irrefutable Laws of Leadership"

# **Anne Mulcahy**

Chairman and CEO Xerox

#### John G. Rice

Vice Chairman, President and CEO GE Infrastructure General Electric Company

# **Roger Staubach**

Former NFL Player, Chairman and CEO The Staubach Company

Neville Isdell Michael Eskew Anne Mulcahy



# ARTHUR M. BLANK LEADERSHIP SPEAKER SERIES

The *Sports, Management and the Atlanta Falcons* class is a year-long course that is co-taught by Goizueta faculty and the executive team from the Atlanta Falcons. The course features the Arthur M. Blank Leadership Speaker Series and includes many high-profile guest speakers. One thing that makes the class unique is that the Full-Time MBA students are on project teams with students from other Goizueta programs, such as our BBA and Executive MBA.

# John Bare and Penny McPhee

The Blank Foundation

#### Arthur M. Blank

Owner and CEO, Atlanta Falcons

#### **Tim Bolton**

VP of Human Resources, Atlanta Falcons

# Angela Bostick, 05MBA

Director of Marketing, Atlanta Falcons

#### Jim Ferraro

Owner, Las Vegas Gladiators

# **Larry Kramer**

President, CBS Digital Media

#### Mark Lazarus

President, Turner Entertainment

# Rich McKay

President and General Manager, Atlanta Falcons

# Jeff Pash

Chief Administrative Officer and General Counsel, NFL

#### Kim Shreckengost

EVP of Operations, AMB Group, Atlanta Falcons

# Dick Sullivan

VP of Marketing, Atlanta Falcons

# **Roddy White**

Director of Event Marketing and Entertainment, Atlanta Falcons

#### **Brian Xanders**

Director of Football Administration and Player Personnel Analyst, Atlanta Falcons

# Adam Zimmerman

Senior VP of Career Sports and Entertainment, Atlanta Falcons

# LEADERSHIP SPEAKER SERIES > www.goizueta.emory.edu/speakers

"I loved learning about the business and civic value of sports from Falcons owner and former Home Depot CEO, Arthur M. Blank, top executives from the NFL, Atlanta Falcons team executives, sports media professionals and even agents. I found the project – to solve a real-world business problem for the Falcons' organization – just as rewarding."

#### WILL JOHNSON | TWO-YEAR 07MBA

CURRENT EMPLOYER: IBM

UNDERGRADUATE: Washington University
ON-CAMPUS LEADERSHIP POSITION: VP Academic Affairs, Goizueta
Business Association, 2006-07
INTERNSHIP: John H. Harland Company



# TEAM GOIZUETA CASE COMPETITIONS

# PRACTICE MAKES PERFECT

The real business world is extremely competitive. Case competitions give students a safe environment to practice their newly acquired leadership skills by solving complex problems in a team-based environment. Students with strong academic ability and superior communication skills are sought after for our teams, which have met with great success in recent years. Collectively, these students — Team Goizueta — represent our student body at national and international case competitions held at other top business schools and corporations. Team Goizueta continues to meet with great success — winning or placing in many internal and external case competitions.

# COMPETITIONS > www.goizueta.emory.edu/competitions

# GOIZUETA MARKETING STRATEGY CONSULTANCY (GMSC)

Goizueta Marketing Strategy Consultancy is Goizueta's top internal competition. The GMSC provides you with real-world consulting experience by partnering you and your classmates with leading organizations, such as Kimberly-Clark and AT&T, to develop strategic marketing solutions.

#### The teams are:

- Comprised of five to seven students who bid for the opportunity to participate
- Expected to complete research, analyze the information and create actionable recommendations for a variety of marketing strategy projects
- Judged by executives from sponsoring companies, as well as Goizueta alumni, faculty and staff
- GMSC > www.goizueta.emory.edu/gmsc



"GMSC was by far the best experience I had at Goizueta. Not only did I get hands-on experience with a real marketing consulting project, but I also got the chance to work with a large corporation and produce actual results implemented by our client. By taking part in GMSC, I was better prepared for my summer internship and future employment."

#### KIMBERLY HARRISON I TWO-YEAR 07MBA

UNDERGRADUATE: University of Alabama
ON-CAMPUS LEADERSHIP POSITION: Director of Academics,
Goizueta Marketing Strategy Consultancy
INTERNSHIP: The Coca-Cola Company
CURRENT EMPLOYER: Compass Bank

# SELECT CASE COMPETITION RESULTS

NAIOP Real Estate Competition #1 EMORY

**Executive Leadership Case Competition** 

#1 Wharton

#2 Hampton

#3 EMORY

Tulane Finance Case Competition #1 EMORY

#2 Wake Forest

#2 South Carolina

Nike/USC Women in Business Case Competition #1 EMORY

**UNC Real Estate Development Case Competition** 

#1 NYU

#2 Vanderbilt

#3 EMORY (tied with Wharton)

Simon Marketing Case Competition #1 & #2 teams included Emory MBA students

The first place team at the Nike Brand Jordan Women in Business Case Competition, hosted by the University of Southern California — team members are from left to right: Janelle Franck, Elissa Hintlian, Lynn Popiel, Gita Rai and Kimberly Harrison



# GOIZUETA PLUS

# GAIN A COMPETITIVE EDGE

Throughout your program, you will be exposed to our commitment to your leadership skills through various core activities. In Goizueta PLUS we focus on your communication skills that help complete your leadership development and give you the ultimate competitive advantage.

In the Goizueta PLUS course you will learn about:

- Style and your personal brand
- Marketing yourself
- Storytelling
- Networking
- Informational interviewing
- Interviewing 101
- Interviewing by industry
- Public speaking
- Speech organization and content
- Persuasion and motivation
- Business/team presentations
- Non-verbal communications
- Impromptu speaking and Q & A sessions
- The Goizueta PLUS Case Competition

In this year-long, for-credit course, students and faculty work together to build and refine individual skill sets through highly interactive and experiential activities, including extensive practice sessions, videotaping and 360° feedback.

GOIZUETA PLUS > www.goizueta.emory.edu/goizuetaplus





"The Goizueta Advanced Leadership Academy creates fertile ground for the emergence of leadership. It is in the sum of my GALA experiences that I now have a matrix of lessons, from which I understand the cognitive, behavioral, emotional and relational aspects of leadership. But the true measure of our success will be when Fellows of The Academy, years after graduating from here, continue to build on and share their Goizueta leadership lessons and experience with their families, communities and organizations."

# COMMITMENT TO DIVERSITY

# IN THE CLASSROOM AND BEYOND

Goizueta Business School's commitment to diversity is reflected through our strategic alliances, events and programs, student clubs and organizations and other connections with Emory University resources. Not only do we encourage diversity, we embody it. We instill and celebrate a broad range of backgrounds and perspectives in our MBA student body, teaching methods and course offerings.

# CONSORTIUM FOR GRADUATE STUDY IN MANAGEMENT

Goizueta is a member of the Consortium for Graduate Study in Management, an alliance of the nation's leading business schools and corporations. The Consortium is the country's preeminent organization for promoting diversity and inclusion in American business. Its mission is to enhance diversity in business education and leadership by helping to reduce the under-representation of African-Americans, Hispanic Americans and Native Americans in member schools' enrollments and the ranks of business management. We believe this mission can be achieved by recruiting qualified US citizens and permanent residents from under-represented groups, as well as persons who can demonstrate a commitment to the Consortium's mission.

# CONSORTIUM > www.cgsm.org

# INSIDE GOIZUETA

Inside Goizueta is a three-day conference designed to give prospective minority students the chance to interact with enrolled students, alumni, faculty and staff. You can experience the collaborative, diverse culture and community of Goizueta first-hand through panel discussions, MBA class simulations and informal interaction. This year's conference will be held November 8-10, 2007 and will be tied to our 3rd Annual Diverse Leadership Conference, "Developing Leaders Through Economic Development."

# INSIDE GOIZUETA > www.goizueta.emory.edu/insidegbs



"Inside Goizueta allows us the opportunity to show prospective students our unique and welcoming community. Through this interactive weekend, we showcase leadership and communication skills in our students. Attending Inside Goizueta solidified my decision to apply."

# JIHAN FRANÇOIS I TWO-YEAR 07MBA UNDERGRADUATE: Hampton University ON-CAMPUS LEADERSHIP POSITION: President, Goizueta Black MBA Association INTERNSHIPS: Atlanta Falcons, Georgia Center for Nonprofits and SWI Consulting CURRENT EMPLOYER: Young Audiences, Woodruff Arts Center

# MANAGEMENT LEADERSHIP FOR TOMORROW (MLT)

Management Leadership for Tomorrow is a non-profit organization supported by Goizueta that increases the presence of minorities in entry-level positions and graduate business schools as preparation for leadership positions in corporations, non-profit organizations and entrepreneurial ventures.

# MLT > www.ml4t.org

# THE FORTÉ FOUNDATION

The Forté Foundation is a consortium of major corporations, top business schools and influential non-profit organizations that has become a powerful change-agent in educating and directing talented women towards leadership roles in business. The mission of Forté is to substantially grow the number of women business leaders by increasing the representation of women in educational and business networks — accomplished through programming at key stages in their professional development. Forté offers a combination of research, scholarships, career resources, networking and mentoring opportunities, with the broad goal of igniting and sustaining women's participation in the global economy as corporate and entrepreneurial achievers. Power Tools, a service provided by Forté, gives students access to a searchable online directory, job finder and résumé database, and also enables companies to search the Forté résumé database for top female candidates. A select number of Forté Fellowships are awarded each year.

# FORTÉ FOUNDATION > www.fortefoundation.org

# GOIZUETA WOMEN IN BUSINESS (GWIB)

Goizueta Women in Business provides professional and personal development opportunities for women at Goizueta by fostering relationships inside and outside the Emory community. GWIB serves as a source of information to its diverse membership and facilitates relationships among its members and the business community through speakers, conferences, networking forums and social events. GWIB commits to building a strong community among women in business, while fostering their success.

"The Forté Foundation is actively working to increase opportunities for women to explore career options and learn from and connect with top business leaders. As a Forté Fellow, I have a network of peers and mentors beyond Goizueta and access to numerous resources to help in my transition back into the working world."

# LYNN POPIEL | TWO-YEAR 07MBA

UNDERGRADUATE: University of Texas at Austin

ON-CAMPUS LEADERSHIP POSITION: Executive VP, Graduate Business Association

INTERNSHIP: Kurt Salmon Associates
CURRENT EMPLOYER: Deloitte Consulting



# BLACK MBA ASSOCIATION (BMBAA)

The Black MBA Association promotes professional development, networking and community involvement for its members through a strong network that provides support both during their academic experience as well as in their careers. Our BMBAA chapter actively participates in national BMBAA events.

# NATIONAL BLACK MBA ASSOCIATION > www.nbmbaa.org

# HISPANIC BUSINESS ASSOCIATION (HBA)

The Hispanic Business Association is an organization that promotes the legacy of Roberto C. Goizueta by creating a better understanding of the Hispanic culture and its impact on US business. For two years, the National Society of the Hispanic MBA students (NSHMBA) has bestowed its "University of the Year" award on Goizueta in recognition of its local and national support, its efforts to attract Hispanics to the MBA program and its reputation in the Hispanic community. Our HBA chapter actively participates in NSHMBA events. Goizueta also offers a merit-based scholarship to a member of the Atlanta chapter of NSHMBA.

# NATIONAL SOCIETY OF THE HISPANIC MBA STUDENTS > www.nshmba.org

# GOIZUETA PRIDE ALLIANCE (GPA)

The Goizueta Pride Alliance was developed as a vehicle to create an accepting environment that values all people regardless of sexual orientation or gender identity, to build a networking link to the LGBT business community outside Goizueta, to serve as a resource for the entire Goizueta community, and to raise awareness of LGBT issues and concerns.

# DIVERSITY AT GOIZUETA > www.goizueta.emory.edu/diversity



"From working on diversity initiatives, I have learned that leadership comes from listening to those around you and by being open to others' opinions, values and experiences. It's been an honor to have served Goizueta as VP of Multicultural Affairs, and I'm pleased that future students will carry on the tradition."

#### **KERRY-ANN FRANCIS | TWO-YEAR 07MBA**

UNDERGRADUATE: Macalester College
ON-CAMPUS LEADERSHIP POSITION: VP Multicultural Affairs,
Graduate Business Association
INTERNSHIP: Kimberly-Clark
CURRENT EMPLOYER: IBM

# HEAR MORE IN HER OWN WORDS

> www.goizueta.emory.edu/kerryannfrancis



"Overall, my Goizueta experience has been largely shaped by Goizueta's unparalleled community environment. Our community embodies its Core Values; they are not simply words listed on a wall. I have enhanced my skill set in key business areas and learned the importance of value-based leadership. I have no doubt that I will leave Goizueta a better leader, a better manager and a better person."



# LEAD WEEK

LEAD Week is a hands-on analytical seminar held in the beginning of each semester and is designed to help you develop your leadership and problem-solving skills to tackle and solve complex business problems.

Each LEAD Week focuses on three distinct areas:

- Thought Leadership develops your problem-solving abilities and specific knowledge
- Leadership Development expands your personal leadership skills
- Global Leadership provides knowledge from leaders in global companies and organizations

#### FALL CURRICULUM

- First Year An intensive introduction to problem-solving that will prepare you for success in your first-year courses
- Second Year An introduction to the Goizueta Leadership Academy where you will learn about your individual leadership skills and challenges, including self-awareness, giving and receiving feedback, conflict resolution and developing your own leadership self-assessment plan

# SPRING CURRICULUM

First and Second Years

- A focused look at leading-edge topics, ranging from new trends in real estate to servant leadership to valuation to technology transfer, OR
- An exploration of a current topic within the context of an international setting focusing on business leadership in other countries – recent countries visited include Argentina, Brazil, China, India, Malaysia, Singapore, South Africa, Thailand and Vietnam
- LEAD WEEK > www.goizueta.emory.edu/leadweek

"I went to South America for LEAD Week and had an incredible experience. In my second year, I was given the opportunity to lead the South American trip. A LEAD Week is a great opportunity to bond with your classmates, experience new cultures and create unique memories of your business school experience."

# **ANDY SIMPSON | TWO-YEAR 07MBA**

UNDERGRADUATE: Colorado State University
ON-CAMPUS LEADERSHIP POSITION: VP Student Activities,
Graduate Business Association
INTERNSHIP: Newell Rubbermaid
CURRENT EMPLOYER: Unilever



# DISCOVER THE WORLD

# AT HOME AND ABROAD

More than one-third of our Full-Time MBA students and nearly 30 percent of the faculty were born outside the United States. In addition to an international student body and faculty, we also value and promote global experiences. Each year, nearly 50 percent of our Full-Time MBA students choose to join an international LEAD Week module, complete an international internship or special project, or study abroad. In addition to the hands-on experience, we provide courses with an international focus, invite international leaders to speak and ensure multi-cultural teamwork.

# PARTNERSHIP IN INTERNATIONAL MANAGEMENT (PIM)

Goizueta is proud to be a member of the prestigious international organization, Partnership in International Management. Comprised of more than 50 business schools worldwide, PIM facilitates the international exchange of MBA or masters degree-equivalent students among its member institutions.

PIM > www.pimnetwork.org

# INTERNATIONAL BUSINESS ASSOCIATION (IBA)

The International Business Association is an organization managed by Goizueta students. IBA members are dedicated to helping international students acclimate and distinguish themselves at Goizueta and in the job market. This association increases your exposure to international businesses and careers.



"My experiences as the president of the Hispanic Business Association at Goizueta and working abroad with McDonald's in Argentina gave me the additional leadership and management skills necessary to obtain the full-time opportunity I was looking for at Dell."

# ANDRES PIETROPAOLO | TWO-YEAR 07MBA

UNDERGRADUATE: Georgia Institute of Technology
ON-CAMPUS LEADERSHIP POSITION: President, Hispanic
Business Association
INTERNSHIP: McDonald's, Buenos Aires, Argentina
CURRENT EMPLOYER: Dell. Inc.

"Moving from South Korea to Atlanta was not as big a challenge as I thought. As soon as I landed at the Atlanta airport, people were smiling and willing to share southern hospitality. The people at Goizueta became part of my family who took care of any minor issues I had. I surely received a great return on my investment at Goizueta Business School."

# **CHANG KEUN LEE | TWO-YEAR 07MBA**

UNDERGRADUATE: Dong-A University, South Korea

INTERNSHIP: Samsung Electronics

**CURRENT EMPLOYER: Samsung Electronics** 





# STUDYING ABROAD

Through partnerships with 24 of the world's best business schools, Goizueta offers a wide variety of international and US-based opportunities. This international network provides students the opportunity to gain first-hand knowledge of other countries and cultures such as Asia, Europe, Latin America and South Africa.

Our study abroad opportunities include:

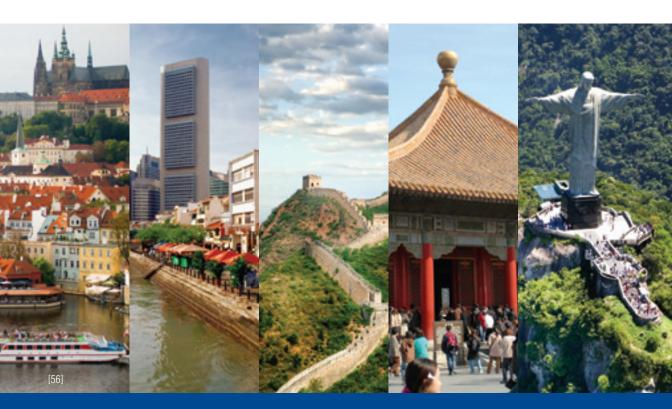
- Semester-long programs (Asia, Latin America, Europe)
- International dual-degree options (Europe)
- Summer-only programs (Latin America, Europe)

This flexibility allows you to choose which international opportunity fits best with your goals and career search plans, while building your international skills to match the ever-changing global marketplace.

# UNIQUE INTERNATIONAL PROGRAMS

Students can increase cultural awareness, develop fluency in another language and complement their academic curriculum through participation in our international programs. In addition to studying abroad, students can travel internationally with an international LEAD Week program, study a language through classes at Emory University or experience global business through other international colloquia and seminars.

STUDY ABROAD > www.goizueta.emory.edu/ftstudyabroad



"Studying abroad enhanced the value of my MBA. As someone focused on an international career, the diversity of people and the dynamic academic environment was an enriching experience that provided a greater global perspective and also the accessibility to a broader network."

# SANDRA ENRIQUEZ | TWO-YEAR 07MBA

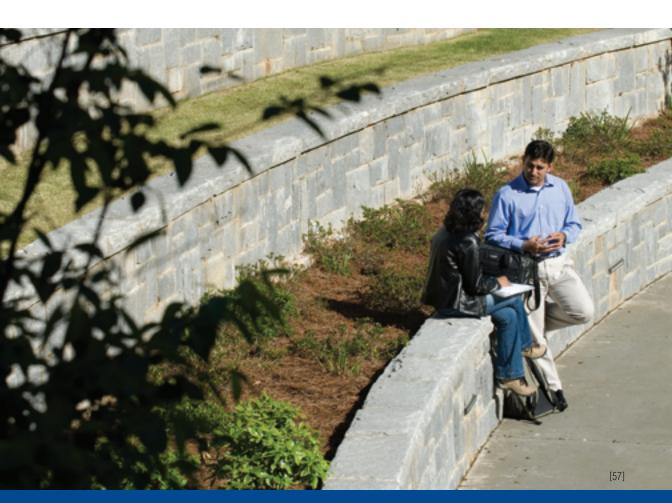
UNDERGRADUATE: Emory University

ON-CAMPUS LEADERSHIP POSITION: VP Communications, Hispanic Business Club

INTERNSHIP: Kimberly-Clark

CURRENT EMPLOYER: Kimberly-Clark







# MBA CAREER MANAGEMENT

Come to Goizueta and you'll find a highly personalized, tailor-made approach to your career development. Our MBA Career Management Center (CMC) is committed to providing you the best possible career management resources, leveraging Goizueta's alumni, as well as our corporate and community relationships to help you succeed. We develop individual career coaching relationships with each student to help you identify the best opportunities to match your talents with your career objectives. Through every step of your career development journey, the Goizueta community will be there for support and guidance to ensure both your immediate and ongoing success.

Goizueta's community and individualized approach to career development has a proven history of success. A few highlights include:

- 100% internship placement for five consecutive years
- More than 90% full-time placement rate for three consecutive years 96% in 2006
- Graduates that have pursued successful careers in consulting, finance, marketing, real estate, healthcare, non-profit, operations, development and others
- CMC & PLACEMENT STATISTICS > www.goizueta.emory.edu/careerresources

"At Goizueta, I discovered that there is much more to marketing than just brand management. A marketing plan needs to be thought out from the supplier through the channel until it winds up in the hands of the consumer. Many of my classmates will go on to develop and promote big name products. At my family's business, we'll take it the rest of the way."

# **KEVIN QUANDT | TWO-YEAR 07MBA**

UNDERGRADUATE: Duke University
ON-CAMPUS LEADERSHIP POSITION: VP University and
Community Relations, Graduate Business Association
INTERNSHIP: Kimberly-Clark
CURRENT EMPLOYER: Quandt's Foodservice Distributors, Inc.



# EXPLORE - CAREER OPPORTUNITIES

Many MBA students are uncertain or unaware of all the career possibilities that an advanced degree provides. Goizueta gives you the opportunity to explore multiple career paths to find the right one for you.

# PERSONALIZED COACHING

Whether you feel confident about your current career path or need some guidance, the CMC staff will help you perfect your career management strategy and navigate the job market. As a Goizueta student, you will be paired with a CMC functional coach who will work with you before, during and after your time here on campus to develop a personal career plan. One-on-one coaching sessions are the most effective method used to prepare, guide and show you skills to manage your career every step of the way.

# SELF-ASSESSMENT TOOLS

Understanding your own personality, motivations, values and skills is essential for exploring your career path. The CMC provides you with CareerLeader, an online business career self-assessment tool that will help you discover your best business career path. Additionally, through your coursework, you will engage in other self-assessments to better understand your strengths and passions as a leader and team member.

# CAREER ACTION GROUPS (CAGs)

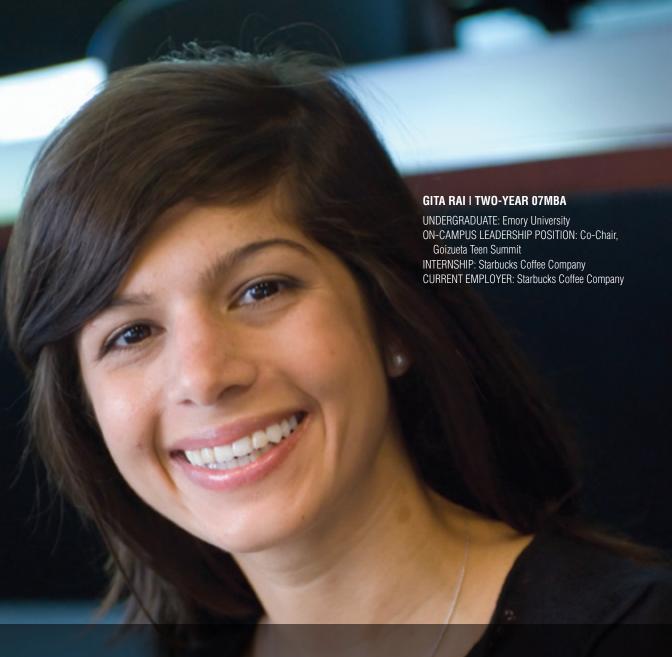
Every enrolling Goizueta student becomes part of a career action group. These small, industry- and function-focused groups are led by second-year MBA students who mentor you through the career search process. The CAG leaders provide résumé and cover letter critiques, conduct mock interviews and serve as a career resource for all students. Each CAG also has an alumni mentor and a faculty advisor to help guide the career development process.



"The Goizueta Career Management Center was a great resource for me during my job search. I was very specific in the companies and industry that I wanted to pursue and they put me a step ahead in the interview process that resulted in the exact job I wanted."

# CHRIS BOYD I TWO-YEAR 07MBA UNDERGRADUATE: University of Tennessee ON-CAMPUS LEADERSHIP POSITION: Chairman, Goizueta Gives Charity Golf Tournament

INTERNSHIP: Goldman Sachs
CURRENT EMPLOYER: Goldman Sachs



"At Starbucks, I had the opportunity to work on two projects critical to the company's product portfolio. As part of the Frappuccino team, I developed the company's cold beverage strategy by analyzing market trends, the competitive landscape and the company's core capabilities. I also performed profit and loss scenario analysis while working in a cross-functional setting to develop a beverage portfolio fit to meet new health and wellness standards. I found the projects challenging, the people amazing and the company inspiring."

# INDUSTRY PANELS AND NETWORKING EVENTS

Throughout the year, the CMC, in conjunction with student clubs, alumni and corporate partners, holds industry panels and networking events so that you can learn more about particular fields and career paths. The premiere event is the MBA Career Conference and Networking Event, which takes place early in the fall. The daytime program consists of a series of panels developed to help students learn more about industry roles and functions at the beginning of their business school experience. Professionals in marketing, consulting, finance, real estate and other specialized areas are brought to campus to facilitate the learning process. The day of panel discussions culminates with a networking event where students have the opportunity to network with alumni and corporate associates.

#### CORPORATE TREKS

The CMC and Goizueta's student-run clubs organize company visits in New York, Atlanta, Charlotte and other locations. These treks are designed to give our first-year MBA students the opportunity to learn more about careers in specific industries, such as investment banking, sales and trading, equity research, healthcare, real estate and brand management.

# SUCCESS - OPPORTUNITY MEETS PREPARATION

At Goizueta, we believe success happens when opportunity meets preparation. We prepare every student with skill development and knowledge that will help ensure that no matter the situation, you will shine.

# STUDENT CLUBS

Student clubs offer students the opportunity to explore specific industries or functional areas while developing a career focus. Clubs work in partnership with the CMC to bring industry professionals and alumni to campus for activities, such as career panels and focus groups. The CMC provides continuity and maintains key relationships from year to year so that corporate and alumni contacts are available for each incoming class.



# **GOIZUETA BUSINESS LIBRARY**

More than 80 online subscriptions are available to current students, including Bloomberg, Factiva, Hoover's, Nexis and Thomson One Banker. The library website also includes job-specific information guides and research tools, such as Vault and Wetfeet, to assist with your career search and enhance your preparation for interviews. Our business librarians conduct individual and group consultations to discuss company and industry search strategies. Personalized sessions with the business librarians provide guidance as you develop your online research skills and discuss your specific career goals and interests.

#### **INTERVIEWSTREAM**

Every Goizueta student has the option to use our web-based interview simulator, called InterviewStream. This unique software suite allows for video-capture of practice interviews, feedback from CMC and student coaches and tracking of progression. All this ensures that you will be prepared for the interview process.

# MOCK INTERVIEW BLITZ

Each year, just prior to the beginning of the recruiting season, Goizueta alumni volunteer their time to conduct full-dress mock interviews with first-year students who may select a behavioral- or case-style format. Each student receives a critique from the alumnus so that he/she will be better prepared when internship interviews begin.

# COACHES-IN-RESIDENCE

The CMC has a number of executives who volunteer their time and expertise as advisors to students through individual half-day sessions on campus. The individual coaching sessions provide students with valuable insights from industry insiders on topics of interest such as career paths, the hiring process and industry-specific knowledge.

"Recruiters will question whether international students are client-ready and can be placed right away in a client-facing role. In order to overcome this challenge, international students require more than just strong academics. Besides academic rigor, Goizueta also emphasizes all the extra skills needed to succeed in such environments."

# PRATEEK GOEL | TWO-YEAR 07MBA

UNDERGRADUATE: Indian Institute of Technology, Delhi, India ON-CAMPUS LEADERSHIP POSITION: President, Goizueta Consulting Association INTERNSHIP: Bain & Company, Inc. CURRENT EMPLOYER: American Airlines



# INITIATE - RECRUITING OPTIONS

Your first job opportunity after earning your MBA can make a huge difference in your lifetime career path. At Goizueta, we provide numerous on- and off-campus recruiting options to make sure that your first MBA job is the right one for you.

# ON-CAMPUS RECRUITING

The on-campus recruiting process for MBA students is managed online from beginning to end. Positions are posted for students to review prior to uploading their résumés for a particular company. Positions on campus cover a broad range of industries, functions and geographic locations. Many of the most prestigious global companies recruit, hire and promote Goizueta graduates. There are many on-campus opportunities for recruiting, including:

- Corporate Presentations Prior to your interview dates, many companies make presentations that give you the
  chance to learn more about their corporate culture, employment opportunities and position requirements. These
  provide the opportunity to meet and interact with alumni, recruiters and hiring managers from some of the most
  prestigious and diverse firms looking for guality MBA candidates.
- Informal Corporate Events Many companies elect to invite students selected for interviews to information sessions the night before their scheduled interviews. These meetings allow the recruiters to share general company information and give them the opportunity to get to know the students in a more relaxed environment.
- Résumé Books/MBA Focus Our MBA Résumé Books, managed through a nationally utilized database called MBA
  Focus, offer an efficient way of matching each student's unique background with a company's hiring needs. Because
  of Goizueta's small size, the CMC is able to know each student as a unique individual and can better focus recruiting
  efforts to fit your needs.





out of their way to offer assistance and encouragement. Perhaps most valuable though were the mock interviews and case practice sessions with my classmates that helped me hone my interview skills and ultimately land my ideal job."

# OFF-CAMPUS RECRUITING

There are several off-campus employment events that allow students to access multiple employers at once, including:

- Diversity Employment Conferences National conferences offer students the opportunity to network with corporate
  representatives interested in meeting a diverse group of MBA candidates. Each conference includes a career
  fair in which more than 200 companies target MBA students. The CMC staff participates in these conferences
  to provide support for attending students, as well as to interact with employers and expand corporate outreach.
  The conferences include the National Black MBA Conference, the National Society of Hispanic MBA Conference
  and the Global MBA Employment Conference.
- Southeastern MBA Interview Forum This event provides an opportunity for employers to interview candidates from
  five of the world's top graduate business schools in one place and on one day. For the past two years the event has
  been held in Atlanta, allowing Goizueta students easy access to a wider range of hiring firms.

# EVALUATE - SMART CHOICES TODAY, BRIGHT FUTURE TOMORROW

Your career growth will embody making the right choices at the right time. Goizueta will give you the skills and knowledge to be confident that the choices you make today will lead to a future of success.

# OFFER AND NEGOTIATIONS REVIEW

Goizueta offers numerous skill workshops and benchmarking data to allow students to make the best possible decisions after receiving employment offers. Negotiating is a skill often overlooked, but of extreme value both during the offer process and throughout your career. With the aid of external consultants and Goizueta's esteemed faculty, the CMC helps students learn and practice negotiating.



"I decided to go back to school for my MBA to pursue a career in brand management. My previous work experience was in corporate finance and this career switch was a little nontraditional. At Goizueta, this challenge was embraced. After graduation, I will be joining The Coca-Cola Company as an Associate Brand Manager."

# **KELLY FIERRO | TWO-YEAR 07MBA**

UNDERGRADUATE: Georgia Institute of Technology
ON-CAMPUS LEADERSHIP POSITION: President, Goizueta
Marketing Association

INTERNSHIP: The Coca-Cola Company CURRENT EMPLOYER: The Coca-Cola Company

# INTERNSHIPS AND DIRECTED STUDY

What better way is there to evaluate a career path, than to experience it first-hand? With Goizueta's internship and directed study options, you can do just that. Working with the CMC, MBA Program Office, faculty and corporate partners, Goizueta students are able to work on projects that range from four weeks to six months and are available in almost any industry. These include summer internships as part of the two-year program and also projects during the academic year.

# EXCEL - CONTINUOUS CAREER DEVELOPMENT

Career development isn't just about your first job out of business school, it is about a continuous process of growth and achievement. Goizueta prepares you to lead today, tomorrow and for a lifetime.

# CAREER PREPARATION WORKSHOP SERIES

The CMC, in partnership with faculty, alumni, student clubs and corporate partners, offers a structured series of career development workshops to build the skills each student needs to succeed. Common topics include: Developing a Personal Brand, Résumé Building, The Art of the Elevator Pitch, and Practical and Strategic Networking.

# **ALUMNI CAREER SERVICES**

The Alumni Career Office is available to all Goizueta students upon graduation without expiration. Personal coaches and career resources are available across industries and levels of experience. When you become a part of the Goizueta family, the bonds last a lifetime.



# COMPANIES EXTENDING OFFERS

A.T. Kearney
Acorn Holdings
Adjoined Consulting
(now Capgemini)
AIG Global Real Estate
AirTran Airways
Alliance Residential

Company Alliancesphere, LLC

American Express Avaya

Avondale Partners
Bain & Company, Inc.

Banc of America Securities

Bank of America Barry Real Estate Companies

Bayer Bear Stearns BearingPoint BellSouth
The BeltLine Partnership

Benevolink BlueLinx

Booz Allen Hamilton Boston Consulting Group

Campbell Alliance Cantor Fitzgerald

CARE

CeloNova Biosciences Centers for Disease

Control and Prevention

Chatham Capital CHEP

Chick-fil-A CIBA Vision CIGNA

Citibank-Citicards

Citigroup

The Coca-Cola Company Coca-Cola Enterprises Colgate-Palmolive
Colonial Pipeline Company

The Convex Group
Cowen and Company
Cox Communications

Credit Suisse Cummins

DataScan Technologies
Deloitte Consulting

Delta Air Lines Deutsche Post

Duff & Phelps DuPont

Earnest Partners
Farthl ink

Eastman Kodak
Eaton Corporation

EDS

Emory Investment Management

Equity One

Ernst & Young

Federated Department Stores, Inc. (now Macy's, Inc.)

First Fidelity

Flagler Development Company

FOCUS Brands

Fresh Choice Restaurants

Frito-Lay General Electric General Mills Georgia Center for

Nonprofits
Georgia Retirement

System

Georgia-Pacific

Global Events Partners (GEP)

Goldman Sachs GoSMILE Grupo Más



The Hackett Group Harland Financial Solutions Harrah's Harris Nesbitt (now BMO Capital Markets) Heinz Hewitt Associates The Home Depot Honeywell IBM inCode Wireless ING Insight Sourcing Group Jimmy Choo John Hancock Johnson & Johnson Jones Lang LaSalle JP Morgan KeyBank

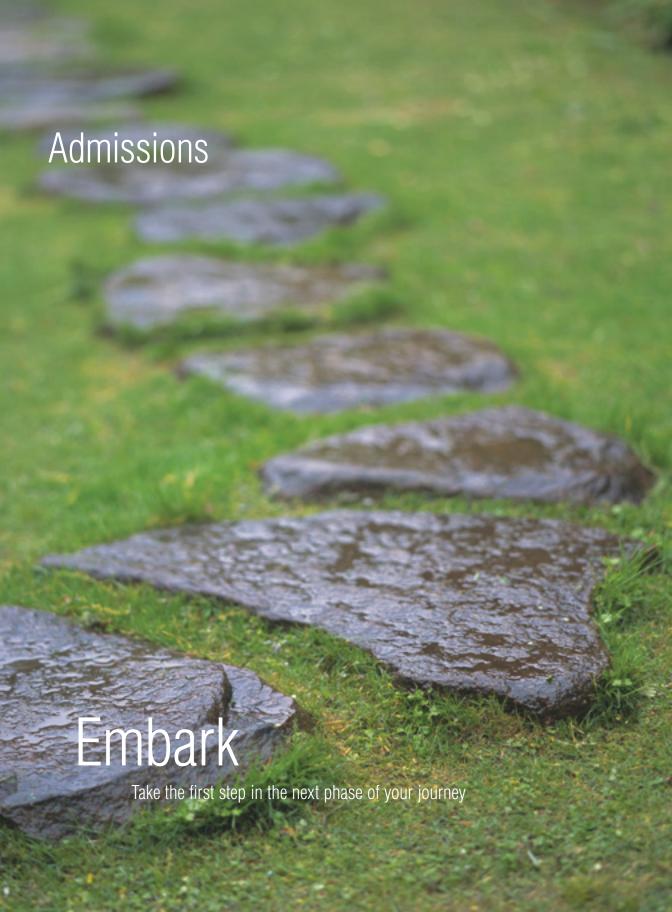
Kimberly-Clark

**KPMG** International Kraft Foods, Inc. Kurt Salmon Associates Legacy Lehman Brothers The Lenox Group LINX Partners Lowe's Madison Marguette Manheim McDonald's McKinsey & Company Merrill Lynch Milliken & Company Morgan Stanley Navigant Consulting Netgociando Chile S.A. Newell Rubbermaid NHS Development Northside Hospital Novo Nordisk

**Oncology Solutions** Pepperidge Farm Pratt & Whitney Premiere Global Services PricewaterhouseCoopers **RBC** Capital Markets Recall **REL Properties Revolution Partners** RJ Reynolds Tobacco Company Robert Charles Lesser & Co. Rohm and Haas SAP ScottMadden, Inc. Shinsei Bank Solvay Pharmaceuticals Sonv BMG St. Jude Medical Standard Bank

Starbucks Coffee Company Strvker SunTrust Banks SunTrust Robinson Humphrey Target **Toll Brothers** Tricor Pacific Capital TriMont Real Estate Advisors **Turner Broadcasting** System, Inc. United Technologies Valero Energy Corporation ViTrue Wachovia Wachovia Securities The Weather Channel Wellington Management Westminster





# ADMISSIONS REQUIREMENTS AND CONSIDERATIONS

### ADMISSIONS OFFICE

Admission to Goizueta's Full-Time MBA is highly selective. All decisions are final and are typically made within four to eight weeks after your application is complete. Our goal is to recruit a diverse class — with a variety of experiences and talents — and then develop them into top talent.

### We look for candidates:

- From all backgrounds and undergraduate disciplines to ensure a broad range of specializations and interests
- Who will make a valuable contribution in the classroom with demonstrated ability to excel, lead, learn and grow
- Who have a strong, undergraduate academic record and full-time work experience where they have demonstrated leadership abilities
- With competitive scores on the GMAT and, for non-native English speaking applicants, the TOEFL or IELTS
- ADMISSIONS > www.goizueta.emory.edu/ftadmissions

### APPLICATION REQUIREMENTS

- Bachelor's degree from an accredited college or university
- Completed online application
- Transcripts from ALL undergraduate and graduate schools attended
- Exam scores from the GMAT and TOEFL or IELTS scores for applicable non-native English speaking students
- Two letters of recommendation
- Essays
- Résumé
- A \$150 non-refundable fee
- Personal interview

#### **ACCREDITATION**

Goizueta Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and is a member of the Graduate Management Admission Council (GMAC), as well as the Executive MBA Council (EMBAC). In addition, Emory is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award degrees at the bachelor, master and doctoral levels.

### LANGUAGE REQUIREMENTS

We require that non-native English speaking candidates have strong English language communication skills, both written and spoken.

For candidates whose native language is not English, we require either the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS) exam. The TOEFL or IELTS may be waived if candidates:

- Have spent at least three years in the US working towards the completion of an undergraduate degree, OR
- Have completed a graduate degree followed by at least two years of work in the US, OR
- Are from countries where their junior high school (seventh and eighth grade in the US) and high school education
  is in English; their full university education is in English; and commerce in their country is generally conducted in
  English, such as Canada, the United Kingdom, Australia, New Zealand, Malaysia, Singapore, India, Ghana, Nigeria
  and Uganda
- LANGUAGE REQUIREMENTS > www.goizueta.emory.edu/intlapplicants

### MILITARY-FRIENDLY BUSINESS SCHOOL

We welcome applicants with military experience into our MBA programs. We will waive the application fee for military persons who have been on active duty within three years of applying. Additionally, we will provide a one-year deferment if admitted military students' plans are delayed by their service branch.

### APPLICANT VERIFICATION PROCESS

Integrity is one of our Core Values and, implicitly, an important characteristic of our admissions process. To guard against potential allegations that enrolling students may have provided inaccurate information during this process, all application credentials for our enrolling Full-Time MBA candidates will be subject to an independent verification process. All enrolling candidates will receive more details about this process in their acceptance materials. The approximate cost is \$90 and is the responsibility of the student.

### APPLICATION PROCESS

Once you are ready to complete an application, you should apply online. If you are a re-applicant, please visit our website for information on the re-application process.

All applicants are required to complete our online application. If there is a need to complete a paper application, requests must be made in writing via the address below or at admissions@bus.emory.edu. We use email as our primary communication vehicle for all essential communications. Please ensure we have your current email address throughout the entire application process.

# APPLY ONLINE > www.goizueta.emory.edu/ftapply

APPLICATION DEADLINES		Mail any application materials to:
DEADLINE	DECISION BY	MBA Admissions Office
November 1, 2007	January 1, 2008	Goizueta Business School
December 15, 2007*	March 1, 2008	Emory University 1300 Clifton Road
February 1, 2008**	April 1, 2008	Suite W288
March 1, 2008	May 1, 2008	Atlanta, Georgia 30322 USA

<sup>\*</sup> International applicants are encouraged to apply by December 15, 2007. However, applications received by the final program deadline will still be given full consideration.

<sup>\*\*</sup> One-Year Program applicants and all those who wish to be considered for scholarships must apply by February 1, 2008.

### FINANCIAL INFORMATION AND ASSISTANCE

ESTIMATED PROGRAM COSTS					
Estimated Two-Year Program Costs (Per Year)		Estimated One-Year Program Costs (Total Program)			
Tuition Fees* Living Books Health Insurance	\$ 39,060 \$ 395 \$ 18,993 \$ 2,000 \$ 1,991	Tuition Fees* Living Books Health Insurance	\$ 58,590 \$ 435 \$ 25,324 \$ 3,000 \$ 2,456		
Annual Cost	\$ 62,439				
Total Program Cost	\$ 124,878	Total Program Cost	\$ 89,805		

<sup>\*</sup>In addition, a one-time \$100 orientation fee will be due with admissions deposit.

### **SCHOLARSHIPS**

If admitted, you will automatically be considered for a merit-based scholarship, awarded at the time of admission. You do not need to complete a separate application to be considered.

- Scholarship deadline: February 1, 2008
- Scholarships range from 20% to full tuition plus stipend
- The University's most prestigious scholarships, the Woodruff and Goizueta Fellowships, include full tuition and fees, and a stipend for the length of the Full-Time MBA
- SCHOLARSHIPS > www.goizueta.emory.edu/scholarships

"Receiving the Woodruff Fellowship was more than just an honor; it was an opportunity. The Goizueta Business School is not just looking for great students, but great students who also want the ability to have an impact. At Goizueta, I was given this opportunity and took full advantage of it, helping to lead the founding of Goizueta's new Real Estate Program."

### JONATHAN SHARTAR | TWO-YEAR 07MBA

UNDERGRADUATE: Amherst College

ON-CAMPUS LEADERSHIP POSITION: Co-President, Goizueta Real Estate Group

INTERNSHIP: Madison Marquette Real Estate

CURRENT EMPLOYER: Madison Marguette Real Estate



### FINANCIAL AID AND LOANS

In addition to scholarships, a wide variety of loans are available through Emory's Financial Aid Office. Through the CitiAssist Global MBA Loan, all international candidates who enroll, or plan to enroll, can borrow up to the budgeted cost of their MBA education (less any scholarship provided by the School) without the requirement of a US citizen as a co-signer. For more information and to download applications, please visit Emory University's Financial Aid website.

FINANCIAL AID > www.emory.edu/financial\_aid

### **GRADUATE ASSISTANTSHIPS**

Upon enrollment, you can apply for a graduate assistantship by interviewing with a faculty member. These positions are paid hourly and may include research, teaching assistantships or administrative positions.



### GET TO KNOW US

#### CAMPUS VISIT AND INTERVIEW

We know your choice of schools is as deliberate and thoughtful as our choice of students. We invite you to visit our campus for a better look at our facilities and to meet our staff and current students.

- Super Saturdays offer the chance to do many of these activities all in one day
- The Admissions Committee requires an in-person interview for admission available on-campus and in major cities worldwide
- Interviews after February 1, 2008 are by invitation only from the MBA Admissions Committee
- Telephone interviews are by invitation only for applicants outside the US, after a completed application has been received

To schedule a campus visit and/or interview, please contact us via email at interview@bus.emory.edu or by phone at 404.727.6311.

SCHEDULE AN INTERVIEW > www.goizueta.emory.edu/admissionsinterview

### **CLASS VISIT**

We invite you for a class visit while you're on campus. A typical itinerary includes a visit to one or two MBA Classes with a Goizueta Ambassador (current MBA student). We also offer daily lunches with Goizueta Ambassadors at our on-campus Einstein's Cafe. You do not need to notify us in advance. Classes are held Monday-Thursday throughout the day and last 75 minutes. We do not offer MBA class visits on Fridays, but we host a lunch for prospective students on Fridays at noon. The optimal time for a formal class visit is from October-early December, or from February-late April.

PLAN A CLASS VISIT > www.goizueta.emory.edu/campus

### WHO CONDUCTS THE INTERVIEW?

Interviews are conducted by a member of the MBA Admissions Committee, such as Julie Barefoot, Associate Dean and Director of MBA Admissions (pictured right) or an Alumni Recruiting Team Member. Our alumni assist us with Atlanta-based interviews on select Saturdays. The interview provides us with the opportunity to learn more about your professional experiences, as well as address any questions you may have about the program or the application process. Interviews typically last 30-40 minutes and interviewees should bring a current résumé and dress in business attire.



### SUPER SATURDAYS - VISIT, LOOK AND LEARN

Join us on campus for a Super Saturday event where you can take an in-depth look at our community and attend an interactive information session for direct access to our alumni, faculty, staff and current students. To maximize your visit, we encourage you to complete your admissions interview and attend a campus tour on the same day.

## Upcoming Super Saturdays:

- September 29, 2007
- October 27, 2007
- December 1, 2007
- January 26, 2008

## Women's Open House Event - Saturday, November 3, 2007

We invite our prospective female candidates for a morning event with our current female students, faculty and alumni.

# SUPER SATURDAYS > www.goizueta.emory.edu/supersaturdays

### **RECRUITING**

Goizueta Business School will be represented in the following cities during the 2007-2008 recruiting season. We invite you to visit us in a city near you, and we encourage you to schedule an interview. Please visit our worldwide recruiting website for the specific events we will be attending. Please note that dates and cities are subject to change.

### 2007-2008 DOMESTIC RECRUITING CALENDAR\*

## Atlanta, GA

September 18, 2007 September 24-25, 2007 November 8, 2007

November 25, 2007

### Boston, MA

September 17, 2007 September 20, 2007 January TBD, 2008

#### Charlotte. NC

November 7, 2007

#### Chicago, IL

September 19, 2007 September 27, 2007 January TBD, 2008

## Detroit, MI

December TBD, 2007

### Los Angeles, CA

September 29, 2007 January TBD, 2008

## Miami, FL

September 12, 2007 December 6, 2007

### Minneapolis, MN

September 28-30, 2007

### New York, NY

September 15-16, 2007 September 20, 2007 October 1, 2007 November TBD, 2007 January TBD, 2008

### Orlando, FL

September 11-15, 2007

### Philadelphia, PA

December TBD, 2007

### Raleigh, NC

November 5, 2007

### San Francisco, CA

October 2, 2007 January TBD, 2008

### Savannah, GA

February 28-29, 2008

### Washington, DC

September 11, 2007 September 15, 2007 September 18, 2007 January TBD, 2008

<sup>\*</sup> All dates and cities are subject to change.

2007-200	2007-2008 INTERNATIONAL RECRUITING CALENDAR*				
COUNTRY	CITY	DATE(S)			
Argentina	Buenos Aires	August 29, 2007 February TBD, 2008			
Brazil	São Paulo	August 27, 2007 February TBD, 2008			
Chile	Santiago	February TBD, 2008			
China	Beijing Shanghai	November 14, 2007 January TBD, 2008 November 16, 2007 January TBD, 2008			
Colombia	Bogotá	September 5, 2007			
France	Paris	October 27, 2007			
Israel	Tel Aviv	August 30-31, 2007			
India	Bangalore Hyderabad Mumbai New Delhi	December 1, 2007 January TBD, 2008 December 3, 2007 December 5, 2007 January TBD, 2008 November 29, 2007 January TBD, 2008			
Japan	Tokyo	November 2, 2007 February TBD, 2008			
Mexico	Monterrey	August 25, 2007			
Puerto Rico	San Juan	September 8, 2007			
Russia	Moscow	October 9, 2007			
Spain	Madrid	October 18, 2007			
South Korea	Seoul	November 6, 2007 February TBD, 2008			
Switzerland	Zurich	October 23, 2007			
Taiwan	Taipei	November 8, 2007 January TBD, 2008			
Thailand	Bangkok	November 23, 2007			
Turkey	Istanbul	November 3, 2007			
United Kingdom	London	October 9, 2007 October 13, 2007			
Uruguay	Montevideo	February TBD, 2008			
Venezuela	Caracas	September 7, 2007			
Vietnam	Ho Chi Minh City	November 21, 2007			

 $<sup>^{\</sup>star}$  All dates and cities are subject to change.

CURRENT RECRUITING CALENDAR > www.goizueta.emory.edu/worldwiderecruiting

### ADMITTED STUDENTS

### WELCOME WEEKEND: MARCH 28-29, 2008

Admitted students and their families are invited to attend Welcome Weekend with us to experience our learning environment first-hand. This will allow you to interact with fellow students, faculty and staff, while participating in information sessions, break-out groups and social activities. You will receive registration details upon admission.

WELCOME WEEKEND > www.goizueta.emory.edu/welcomeweekend

### "WELCOME TO ATLANTA" WEEK

All of our international students will start their MBA experience with a "Welcome to Atlanta" week. During this time, you will be educated on what Atlanta has to offer and learn strategies for success in a US-based MBA program. In addition, you will learn about the networking process, effective presentation skills and multi-cultural team dynamics.

If you are an international student, you are required to attend unless you meet **one** of the following requirements:

- You have completed a four-year high school or university degree in the US and have also have worked for at least one full year in the US
- You have spent at least three full years working in the US after completing a university degree

### **ORIENTATION**

You will begin the Goizueta MBA with a required orientation process. Each day focuses on a particular Core Value and corresponding activity, including an overnight trip to the Winshape Wilderness Camp in the mountains of North Georgia. Here, you will meet your first semester "section mates" and "project teams", engage in team-building activities and learn valuable lessons of communication, trust, confidence, team building, role definition and goal setting.



"Goizueta offers a special orientation for international students, which helps them get settled in Atlanta and in the US. In the first semester you will basically work with the same team for all classes. This team consists of US and international students. Having the same team for all classes allows you to get to know your teammates really well and provides you with unique perspectives, while you provide them with your own perspectives."

#### JIN NAKAYABU I TWO-YEAR 07MBA

UNDERGRADUATE: Keio University, Japan INTERNSHIP: LNG Japan Corporation CURRENT EMPLOYER: LNG Japan Corporation

### **GRADUATE STUDENT HOUSING**

Emory University seeks to provide access to a range of housing options for its graduate and professional school students. Recently, Emory embarked on a new vision for student housing both at the undergraduate and graduate/professional levels. This vision includes the construction of a new freshman village on the core of the campus, as well as expanding and enhancing access to graduate/professional student housing in venues on the edges of campus targeted to students' needs and desires. Because of the evolving nature of our plans, there may be changes in housing availability for graduate/professional students from August 2008 until August 2009. We encourage you to monitor changes and improvements on the website below. In addition to Emory-owned graduate housing, the Emory area has a wide variety of attractive housing options available, including off-campus apartment complexes and rental houses. Within a five-mile radius, there are more than 50 such housing options with varying amenities.

GRADUATE STUDENT HOUSING > www.emory.edu/housing/grad/gradhouse



### APPLICATION CHECKLIST

Use this checklist as a guide to begin the application process

### Schedule an interview

- Interviews are required for admission; email interview@bus.emory.edu or call 404.727.6311 to schedule
- It is not necessary to have a completed application on file to interview in person
- Interviews after February 1, 2008 are by invitation only from the MBA Admissions Committee
- Telephone interviews are by invitation only after a completed application has been received

### Schedule your GMAT test date

- Study diligently
- Register for the GMAT at www.mba.com
- · Send official scores to Goizueta

# Complete an application online

- www.goizueta.emory.edu/ftapply
- Request at least two letters of recommendation
  - Ideal recommenders are professionals who can write substantially about your work experience
  - Recommendation forms can be found at www.goizueta.emory.edu/recommendations
- Request transcripts from all colleges and degree programs attended
- Write essays for the application questions

### Pay application fee

- \$150
- Payable online at www.goizueta.emory.edu/appfee
- \$25 for each additional program

### Application is complete when we have received:

- Online application
- Official transcripts
- Official GMAT scores
- Official TOEFL or IELTS scores (if applicable)
- All recommendations
- Essays
- Résumé
- \$150 application fee

## Complete application online and mail additional materials to:

MBA Admissions Office Goizueta Business School Emory University Suite W288 1300 Clifton Road Atlanta, Georgia 30322 USA

GOIZUETA APPLICATION CHECKLIST > www.goizueta.emory.edu/checklist

GOIZUETA BUSINESS SCHOOL				
IMPORTANT CONTACT INFORMATION				
Goizueta Business School Office of Admissions	404.727.6311 or admissions@bus.emory.edu			
Goizueta Business School Office of Admissions fax	404.727.4612			
Full-Time MBA Program Office	mba_program_office@bus.emory.edu			
Schedule an interview	404.727.6311 or interview@bus.emory.edu			
Plan a class visit	www.goizueta.emory.edu/campus			
GMAT	www.mba.com			
EMORY UNIVERSITY ONLINE				
Emory University	www.emory.edu			
Emory Conference Center Hotel	www.emoryconferencecenter.com			
Office of Financial Aid	www.emory.edu/financial_aid			
GOIZUETA BUSINESS SCHOOL ONLINE				
Goizueta Business School	www.goizueta.emory.edu			
Two-Year Full-Time MBA	www.goizueta.emory.edu/twoyearmba			
One-Year Full-Time MBA	www.goizueta.emory.edu/oneyearmba			
Admissions	www.goizueta.emory.edu/mbaadmissions			
Application	www.goizueta.emory.edu/ftapply			
Program costs	www.goizueta.emory.edu/ftcosts			
Emory and Atlanta	www.goizueta.emory.edu/atlanta			
Faculty	www.goizueta.emory.edu/faculty			
Goizueta Business Library	www.goizueta.emory.edu/library			
Knowledge@Emory (newsletter)	www.knowledge.emory.edu			
Roberto C. Goizueta legacy	www.goizueta.emory.edu/legacy			
Emory Marketing Institute	www.emorymi.com			
Center for Entrepreneurship and Corporate Growth (CECG)	www.goizueta.emory.edu/cecg			

www.goizueta.emory.edu

