



EMORY

GOIZUETA
BUSINESS
SCHOOL

WITH
ABILITY
COMES
RESPONSIBILITY.



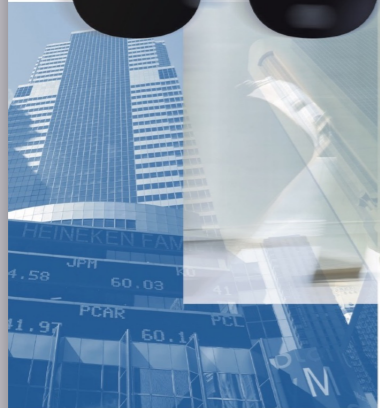
BUSINESS, AT ITS CORE WAS DESIGNED TO solve the problems of society. To serve its needs, one brilliant solution at a time. Business is better than the false reports, fudged accounting, and high-profile scandals that have inundated our news cycle.

Now it's up to us to live up to business' founding principles.

To consistently answer the call for better, despite what lay behind or ahead. This is why we at Goizueta are making it our responsibility to educate leaders who understand the bottom line and the high road can share an intersection.

TO GET AHEAD
WE MUST >>>

GO BEYOND



The status quo has never been an option at Goizueta Business School.

Innovation that leads to success is our expectation. Changing how the world views its corporations is our duty. These beliefs have been part of our ethos since the very beginning.

And right now, in light of a chaotic climate, we must continue to go beyond.

Beyond the profits.
Beyond the bottom line.
Beyond accounting to accountability.

**BEYOND IS WHERE WE
ARE GOING. READY TO
GO WITH US?**

ISSUING THE CALL

AN OPEN LETTER TO BUSINESS

Business has always been a vehicle for meaningful impact. Yet somewhere along the way, business lost its way—lost track of its moral compass and took a sharp turn off the high road. But we each know that business is better than these misguided turns. Because the purpose of business was—and still is—to solve essential, societal problems. To create value where there was none before.

It's time we restored business to this higher ideal. To answer society's call for the next out-of-the-box, square peg, upside down, table turning solutions to seemingly impossible issues. But we will not be able to do these things, and the next thing, and the next—alone.



That is why we at Goizueta Business School, we are calling on all of you in the business community—fellow deans, executives, and entry level employees alike—to answer this call with us.

Over the course of the next few months, we will be introducing an effort designed to push us all to drive business back onto the high road. And it is on that note that I would like to share our first core business principle—created as part of a series, to serve as motivating reminders on the road ahead and the work that lays before us.

GOIZUETA BUSINESS PRINCIPLE #1:

**IF YOU DON'T LIKE WHAT YOU SEE,
CHANGE WHERE YOU STAND.**

DEAN ERIKA JAMES, GOIZUETA BUSINESS SCHOOL



GOIZUETA BUSINESS SCHOOL— GO BEYOND

HOW WE GO BEYOND BUSINESS: 101.



IT'S LONG HELD TRUE that Goizueta Business School is a place where both brilliant strategic insight and a tight-knit, community feel coincide. Our ability to enable students, professors and business partners to go beyond where they currently are—in their careers, in their research and in their societal impact—

defines and differentiates us. Central to our signature approach sits our eight key focus areas. These topics have long been at the heart of a Goizueta business education—and are places where we will deepen our investment as we approach our centennial year.

AREAS OF FOCUS



ENTREPRENEURSHIP
Inspiring entrepreneurs to create and improve upon new ventures through learning and networking opportunities.



LEADERSHIP
Helping students foster core career values by approaching leadership as a skill you develop over a lifetime.



ANALYTICS
Using insights gleaned from big data to address the future's challenges.



EXPERIENTIAL LEARNING
Immersing students in real-world learning scenarios so they can develop better critical thinking skills.



PRIVATE EQUITY & REAL ESTATE
Preparing students for success in private equity and real estate through strong professional networking events and industry relationships.



BEHAVIORAL & DECISION INSIGHTS
Helping leaders make better business decisions by equipping them with the proper tools and insights.



HEALTHCARE
Leveraging our network and knowledge of healthcare to provide students with academic insight and practical learning opportunities.



SOCIAL ENTERPRISE
Guiding professionals to positively influence society and its markets through business strategies and decisions.





MBA Overview **GOIZUETA BUSINESS SCHOOL** Section A

EMORY GOIZUETA BUSINESS SCHOOL

The Goizueta Difference
Discover what makes Goizueta stand out, you won't find it at any other school. **Read more on page A6.**

Meet The Faculty
There's never what makes Goizueta stand out, you won't find it at any other school. **Read more on page A6.**

Your Success Determined Ours
Learn about more of Goizueta's success stories. **Read more on page A6.**

GO BEYOND YOUR TYPICAL MBA

MOST MBAS WILL CHANGE YOUR FUTURE. AT GOIZUETA, YOU CAN CHANGE EVERYONE'S.

Thinking big, thinking outside the box, thinking outside on a study path search about how to invest, to get better ideas, to get ahead of it, to get ahead of it.

Leaders do not wait for success. They turn ideas into action, by finding up their ideas, uncovering areas of need and making a lasting impact in our communities and available work.

Goizueta Business School gives students the opportunity to embrace conventional thought—by pushing the boundaries of what a Goizueta MBA program can provide.

Beyond success, Goizueta is an educational, transformative curriculum that goes **Beyond Ambition**. They take advantage of personalized individual courses to build a **Lifetime of Career Excellence**. They join a family and culture that is **Uniquely Celebrated**—the only top 20 MBA program in the country, 30 years running, that offers small-business-like attention in the heart of 20 acres.

This experiential approach. This connection to Atlanta. This partnership with a globally-recognized research institution. This focus on career readiness—where Goizueta is a real, vibrant, on-site, on-campus experience wherever it is made.

It's time to recognize that thinking outside the box is the only way to actually get things done. And that if you're smart, you can see the way forward in a new way, to go ahead, that you can see if you're like, but understand that together Goizueta can accomplish what you can't.

The only way to truly change your trajectory is to understand what you think is possible.

\$117,789 **AVERAGE FIRST SALARY***

IT'S NOT ONLY THE THOUGHT THAT COUNTS. IT'S THE RESULTS.

*This Goizueta performance is self-reported. We encourage you to report on your own. For more information, visit [www.goizueta.edu](#).

Student Experience **GOIZUETA BUSINESS SCHOOL** Section B

EMORY GOIZUETA BUSINESS SCHOOL

Only 365 Days Away
You've almost got it all. It's just a year, but what is there, generally, that **READ MORE PAGE 8**

One-Year vs. Two-Year
Which program is better for you? **READ MORE PAGE 10**

Contemplate our Concentrations
You can't get it all, so choose one. **READ MORE PAGE 11**

GO INTO BUSINESS

EXTRA! EXTRA!

DON'T JUST READ ABOUT IT. BE ABOUT IT.

IMMERSE YOURSELF IN A STUDENT EXPERIENCE THAT GOES ABOVE AND BEYOND YOUR WILDEST ASPIRATIONS.

Remember the days of Extra Credit?

The excitement that comes with your 365-day experience is an offer to go beyond—your own, your school's, your community's. It's not just about the extra credit, it's about the extra credit that you can't get elsewhere.

There's not what makes Goizueta stand out, you won't find it at any other school. **Read more on page A6.**

Whether you're looking to launch a career in real estate, marketing, banking, finance, law, or any other field, Goizueta offers the One-Year and Two-Year MBA programs that get you Day 1 ready to go to work.

For students who want to make an impact on the world, Goizueta provides an accelerated, full-time experience in just 12 months. For those who want to take a more traditional route to their goals, the One-Year MBA offers personal and professional development that leads to a lifetime of career success.

For those who want to make an impact on the world, Goizueta provides an accelerated, full-time experience in just 12 months. For those who want to take a more traditional route to their goals, the One-Year MBA offers personal and professional development that leads to a lifetime of career success.

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Classroom **GOIZUETA BUSINESS SCHOOL** Section C

EMORY GOIZUETA BUSINESS SCHOOL

Dear Abby? Dear Marcus?
You can't get it all, so choose one. **READ MORE PAGE 11**

Atlanta—Rising Again
The why Atlanta is leading in diversity and opportunity. **READ MORE PAGE 12**

Ready to Apply?
Take our quiz to see how advanced you are. **READ MORE PAGE 13**

WITH PROUD

MADE IN GOIZUETA

SIGN ON GOIZUETA'S BOTTOM LINE—AND MAKE YOURS SOAR.

A solid education. An excellent network. A top-notch career development program. And a world-class faculty. It's not just about the extra credit, it's about the extra credit that you can't get elsewhere.

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\$139,167 **ONE-YEAR AVERAGE STARTING BASE AND BONUS SALARY***

#1 **RANKED BY U.S. NEWS & WORLD REPORT**

93% of students from the Class of 2017 received job offers within three months of graduation—

Goizueta also received the highest score in Diversity on a scale of 1-5. The MBA Advantage Report, and has been ranked as one of the top 10 MBA programs in the country. For more information, visit [www.goizueta.edu](#).

Goizueta Business School is a leading provider of business education. We are committed to providing a world-class education that goes beyond the classroom. We are committed to providing a world-class education that goes beyond the classroom. We are committed to providing a world-class education that goes beyond the classroom.



GOIZUETA BUSINESS PRINCIPLE #44:

ALWAYS
ACCOUNT
FOR ACCOUNTABILITY.



GOIZUETA
BEYOND



GOIZUETA BUSINESS PRINCIPLE #14

THE PATH TO
SUCCESS
CONTAINS
**MULTIPLE
PIVOTS.**

Helping
entrepreneurs
stay nimble.

GOIZUETA
BEYOND

GOIZUETA BUSINESS PRINCIPLE #17

**SPEAK
TRUTH**

NOT

~~JARCON.
JAROON.~~

Educating
leaders with
our healthcare
expertise.

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GOIZUETA BUSINESS PRINCIPLE #15:

THE HIGH ROAD AND BOTTOM LINE

SHARE AN ON RAMP.



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CBS

GOIZUETA BUSINESS PRINCIPLE #32:

**TRUE IMPACT
CAN'T BE
CONTAINED BY A
SPREADSHEET.**



GOIZUETA
BEYOND

