



EMORY

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GOIZUETA  
BUSINESS  
SCHOOL

EMORY

GOIZUETA

BEYOND

1919

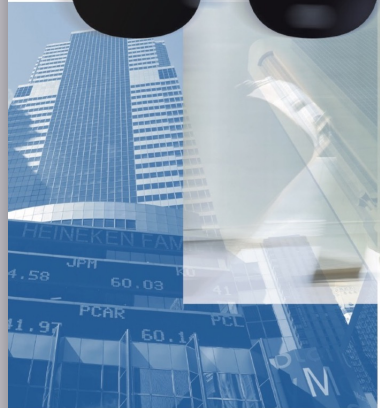
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2019



TO GET AHEAD  
WE MUST >>>

# GO BEYOND



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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?**

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.





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.







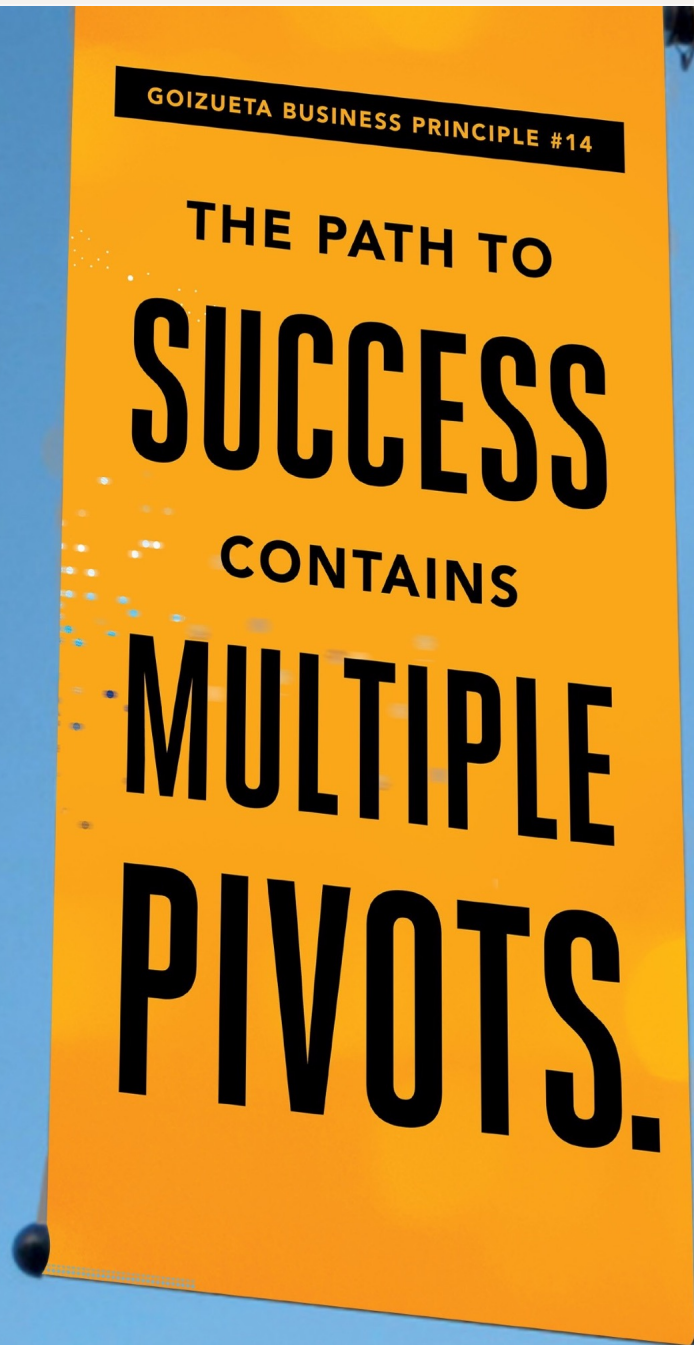
GOIZUETA BUSINESS PRINCIPLE #44:

ALWAYS  
**ACCOUNT**  
FOR ACCOUNTABILITY.



GOIZUETA  
**BEYOND**





GOIZUETA BUSINESS PRINCIPLE #17

**SPEAK  
TRUTH**

NOT

~~JARGON.  
JAROON.~~

Educating  
leaders with  
our healthcare  
expertise.

GOIZUETA  
**BEYOND**



GOIZUETA BUSINESS PRINCIPLE #15:

# THE HIGH ROAD AND BOTTOM LINE

SHARE AN ON RAMP.



GOIZUETA  
BEYOND

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GOIZUETA BUSINESS PRINCIPLE #32:

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

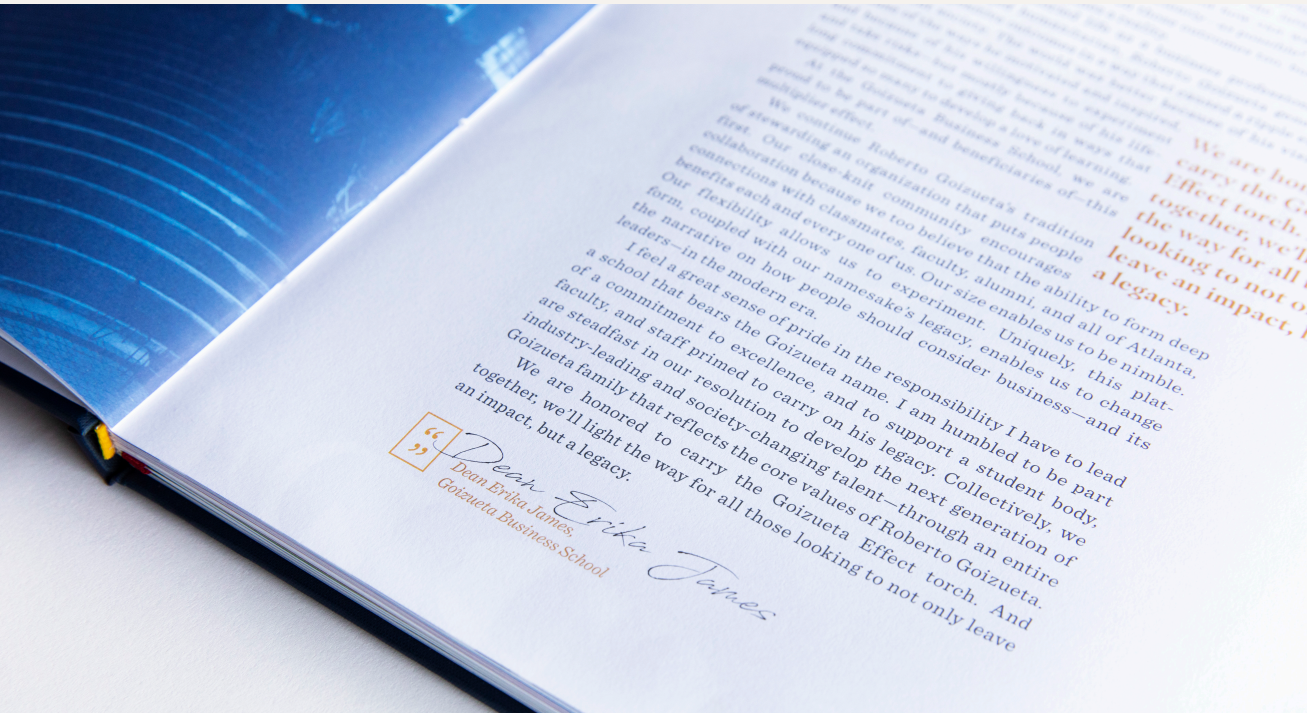
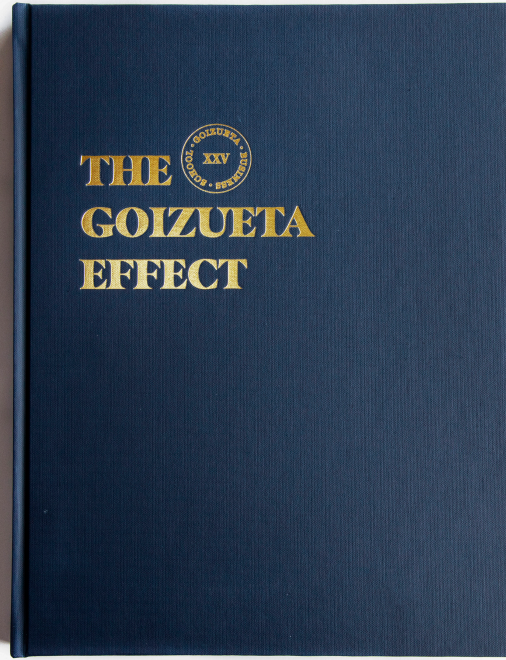


GOIZUETA  
BEYOND













# Carrying Forward A Legacy

*Dean Erika H. James*

