

# MSBA

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MASTER OF SCIENCE IN BUSINESS ANALYTICS



EMORY

GOIZUETA  
BUSINESS  
SCHOOL

Master of Science  
in Business Analytics  
MSBA



# DATA SAVVY. BUSINESS SMART.

SPEAK THE NEW LANGUAGE OF INDUSTRY. SERVE IN ANY FUNCTION, ORGANIZATION, OR FIELD.

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

We designed our MS in Business Analytics (MSBA) program to impart a strong technical and quantitative training combined with comprehensive business acumen, all within our intimate learning environment. Our goal: generate data-driven graduates who can implement well-informed innovative solutions to the world's problems.

You'll learn the combined languages of business, data, and technology and become a business data scientist skilled at serving in any function, organization, or field.

**“The Master of Science in Business Analytics program gave me a strong foundation in modeling and problem solving, as well as the ability to connect data science and business.”**



**Cassio Salge**

2021 MSBA  
Senior Program Manager  
Deserve



IT'S NOT ONLY THE THOUGHT THAT COUNTS.

# IT'S THE RESULTS.

# GET WITH THE PROGRAM:

A CONVERSATION WITH  
RAMNATH  
CHELLAPPA



**ASSOCIATE DEAN RAM CHELLAPPA** is an expert on the managerial aspects of information technology-driven issues. He leads the MS in Business Analytics program office and manages the academic and experiential components of the program.

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

**FRANK: What is your vision for Goizueta's MS in Business Analytics program?**

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

**FRANK: Describe a business data scientist.**

*RAM: That person is someone well versed in the statistical methods, at ease with the technology that needs to be used. This is someone who*

*can abstract a business problem into a data problem. Who can understand what pieces of data are required. Who can understand which IT folks they need to work with in order to put a dataset together. Our students will become those boundary spanners who help ask the right data questions. They are not the solution architects but can fundamentally change the culture by posing those key questions.*

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

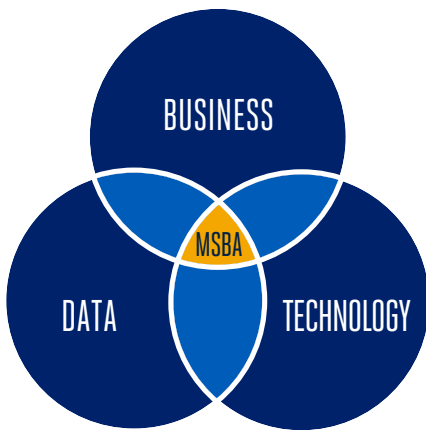
*RAM: Our program is special in that we pay faithful attention not only to the data science but also the technology component. In fact, a big portion of our program is run on Amazon Web Services. Our students not only learn all the relevant skills, but they do actually use these technologies as they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

THE GOIZUETA DIFFERENCE:

START WITH A SOLID FOUNDATION.

WHERE IT GOES AFTER THAT  
**IS UP TO YOU.**

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



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

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

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

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

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



**Katie Wallis**

2019 MSBA  
Investment Associate  
S3 Ventures

# TURN ANALYTICS INTO INSIGHTS

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

You won't just be a business person, data person, or tech person. You'll be all three – a business data scientist for the digital age.



# BIG DATA. BOLD IDEAS.



## Immerse yourself in a student experience that goes above and beyond a typical business analytics program.

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

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

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

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

It's time to become extraordinary.



# CREATING A BUSINESS DATA SCIENTIST

The Master of Science in Business Analytics program is designed to produce business data scientists who occupy that unique position in an organization that is at the cusp of business, data, and technology. Therefore, the program

combines multiple fields including management, management information systems, computer science, and applied statistics.

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

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

2 TRACKS →



**BUSINESS ANALYTICS**



**AI IN BUSINESS**



## COURSE SPOTLIGHTS



### DATA VISUALIZATION

You will be introduced to the techniques and tools used to create effective visualizations that clearly and efficiently communicate relationships within data. You will learn how to perform exploratory analysis through visualization, how to create professional-looking visualizations for use in business reports and presentations, and how to design interactive visualizations and dashboards.

### NETWORK ANALYTICS

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

### AI & MACHINE LEARNING

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

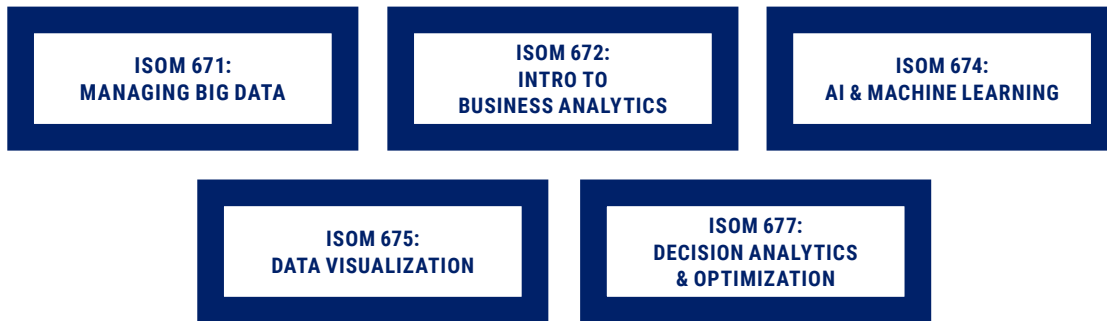
**SUMMER SEMESTER (0 CREDITS)**



**PRE-FALL SEMESTER (3 CREDITS)**



**FALL SEMESTER (15 CREDITS)**



**SPRING SEMESTER (15 CREDITS)**

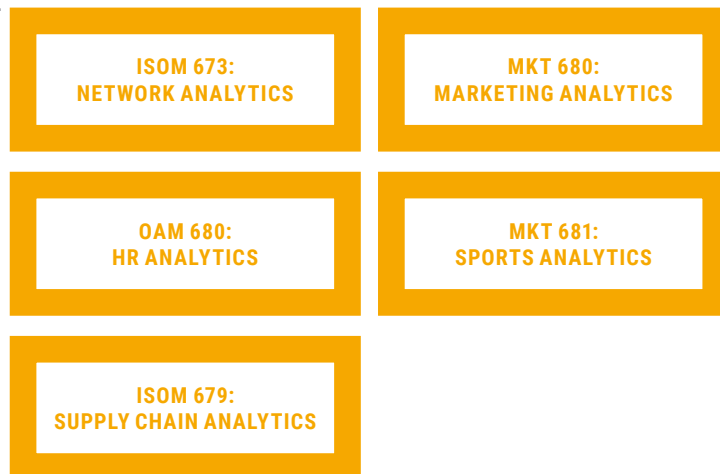


**AI IN BUSINESS TRACK**



**BUSINESS ANALYTICS TRACK**

*Choose three from Elective Basket*



- - Bootcamp
- - Core
- - Elective/Track

Bootcamp is 0-credit course  
All other courses are 3 credits each

# YOU DEFINE YOUR

## Put your data science skills to the test. Get real-world data science experience with real clients in the MSBA practicum.

Solving real problems for real clients with real data.

The knowledge and skills gained throughout your MS in Business Analytics (MSBA) experience will be tested to the fullest as you work with a team to convert the client's business problem to an analytics problem, develop a data solution, and translate it to a business solution.

Business problems can be from any functional area (HR, marketing, finance, etc.) and clients can be from any industry and of any size from Fortune 500 companies to small startups.

Not only will you work with the client's proprietary data, but you will also likely merge this with publicly available data including social media streams like Facebook, Twitter, etc. to create the right dataset for analysis.

The analytics practicum provides invaluable real-world experience in a short time, and an opportunity to be exposed to multiple industry verticals.

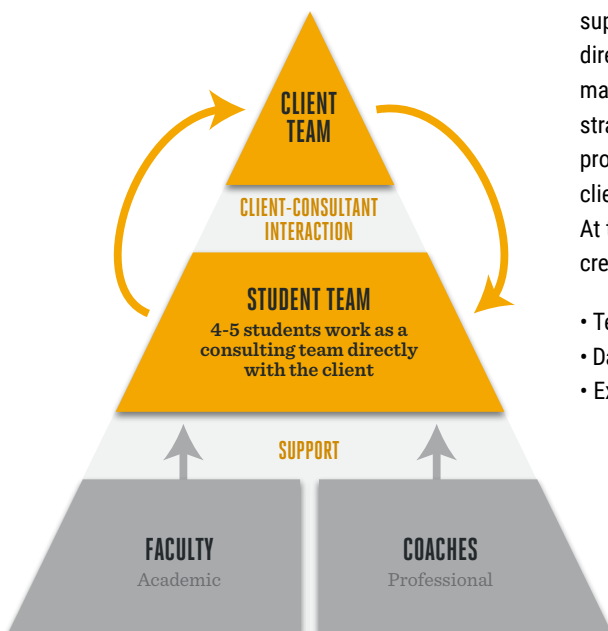
### How it works...You are client-facing and create true analytics-consulting deliverables

You will work in a small team of student consultants, front-facing with the clients, but supported by the program's managing director and faculty. You not only study machine learning and AI techniques but also strategy consulting methodologies for problem-solving. You also learn to manage client-interactions in a professional fashion. At the end of the semester, your team will create three deliverables:

- Technical (Code, Cleansed data)
- Dashboard Visualization (Tableau, Power BI)
- Executive Deck (Business Presentation)



**“I wanted to expand my analytics expertise and gain valuable business skills and network from a top business school like Goizueta.”**





# EXPERIENCE.

EXPERIENCE DOES NOT DEFINE YOU.

## LEADERSHIP

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

### Goizueta Leadership Development Program

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

### Guiding Principles

Student leadership from our first MSBA cohort helped develop our MSBA

Guiding Principles, which are critical for any business data scientist and guide our behaviors:

- Curiosity
- Grit
- Humility

## EVENTS & CONFERENCES

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

### Goizueta Business Analytics Conference

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

### Insights Day

Insights day brings together current MSBA students and corporate partners to discover how analytics are being applied across companies and industries.

## JOINT DEGREE

In addition to the regular, stand-alone 10-month MSBA program that admits students from all over the world, the MSBA program offers Emory BBA students the opportunity to apply to, and enroll in, a joint BBA/MSBA curriculum. The joint degree program is structured to permit Emory students to finish both degrees in a compressed time period, typically four and a half years.



# FACULTY SPOTLIGHT



**Panagiotis (Panos)  
Adamopoulos**

*PhD: New York University*

**MSBA Course:** Analytics Practicum,  
Machine Learning & AI at Scale

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



**Jesse Bockstedt**

*PhD: University of Minnesota*

**MSBA Course:** Data Visualization

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



**Ramnath Chellappa**

*PhD: The University of Texas at Austin*

**MSBA Course:** Analytics Practicum

**Specialties:** business analytics, information  
privacy, digital product pricing and piracy,  
analytical modeling, empirical modeling, and  
social network analysis



**George Easton**

*PhD: Princeton University*

**MSBA Course:** AI & Machine Learning

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



**Rajiv Garg**

*PhD: Carnegie Mellon University*

**MSBA Course:** Managing Big Data

**Specialties:** economics of information,  
social media, digital marketing, mobile  
economy, business analytics, and network  
data sciences



**Michael Lewis**

*PhD: Northwestern University*

**MSBA Course:** Sports Analytics

**Specialties:** CRM, revenue management,  
nonlinear and dynamic pricing, sports  
marketing, and political marketing

Faculty expertise means more than just knowledge. It means possessing an energy, business insight, and expert point of view while creating knowledge and enriching students through teaching and mentoring.



**Patrick Noonan**

*PhD: Harvard University*

**MSBA Course:**

Consulting Boot Camp

**Specialties:** decision and risk analysis, game theory, strategic thinking, data analysis, optimization, and spreadsheet analytics



**Jeffrey Rummel**

*PhD: University of Rochester*

**MSBA Course:** Decision Analytics & Optimization

**Specialties:** manufacturing planning and control, project management, service operations and strategy, and scheduling and planning systems



**Anand Swaminathan**

*PhD: University of California–Berkeley*

**MSBA Course:**

Human Resources Analytics

**Specialties:** corporate strategy, life cycles of firms, and social networks



**Vilma Todri**

*PhD: New York University*

**MSBA Course:**

Introduction to Business Analytics  
**Specialties:** digital strategy, digital marketing, social media, and consumer behavior in technology-mediated environments



**Emma Zhang**

*PhD: University of Illinois at Urbana-Champaign*

**MSBA Course:**

Deep Learning & Reinforcement Learning  
**Specialties:** statistical machine learning, network data analysis, matrix/tensor data analysis and point process models



# 10 MONTHS TO IMMEDIATE IMPACT



**“I was eager to develop my technical skills. The MSBA program allowed me to integrate both data science and business.”**

**Elena Lopez** 2018 MSBA  
Account Executive  
Amazon

Everything about Goizueta’s MS in Business Analytics is designed to assist you with your career exploration and success, including what we deliver before, during, and after your program.

Prior to arriving on campus, you will complete a self-assessment to gain valuable insight into your personal strengths, weaknesses, and interests. This is paired with team building and leadership development skills—three bootcamp-style modules where you build acumen in business, math, and technology in preparation for core courses and industry interactions.

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



ATLANTA

# FIND YOUR ROI IN THE ATL.

The Atlanta metropolitan area is bustling with energy and opportunity.

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

- Top 3 U.S. city for Fortune 500 companies including UPS, Coca-Cola, Mercedes-Benz, The Home Depot, Porsche, and Delta Air Lines.
- The global FinTech capital—70% of all transactions on a global scale pass through Georgia.
- Generates more than \$7 billion in revenue from Atlanta's TV and film industry.
- Named as a Top 10 City for Business and Careers by *Forbes*.
- Ranked the #3 City for Young Entrepreneurs by *Forbes*.
- Home to nearly 6 million people.
- Atlanta's Hartsfield-Jackson International Airport is the most traveled in the world.
- Features more than 125 miles of multi-use trails.
- Considered a food-lover's paradise—home to 15 James Beard Award semifinalists.
- Live music at more than 60 venues, from giant amphitheaters to intimate clubs, with 30 annual festivals to boot.



# LAUNCHING CAREERS

Walk in the MSBA program office doors and walk out 10 months later brimming with confidence, ready to turn analytics into insights and launch your career.



Finding your fit in the marketplace is the top priority of the Goizueta MS in Business Analytics program.

Therefore, our career services team partners with you before, during, and long after you leave campus to help you carve out your unique place in the business world.

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

to more nontraditional techniques, such as video cover letters and ePortfolio data visualizations.

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

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



**Rush Bhardwaj**

2019 MSBA

Manager - Integrated Business Planning  
Georgia-Pacific LLC

**“The career center has been there to help me find the right path; they’ve taught me how to interview and network and even how to negotiate.”**

# TURNING INSIGHT INTO ACTION

100%

Students employed  
within 6 months

(Class of 2022)

\$100K

Median Base  
Salary

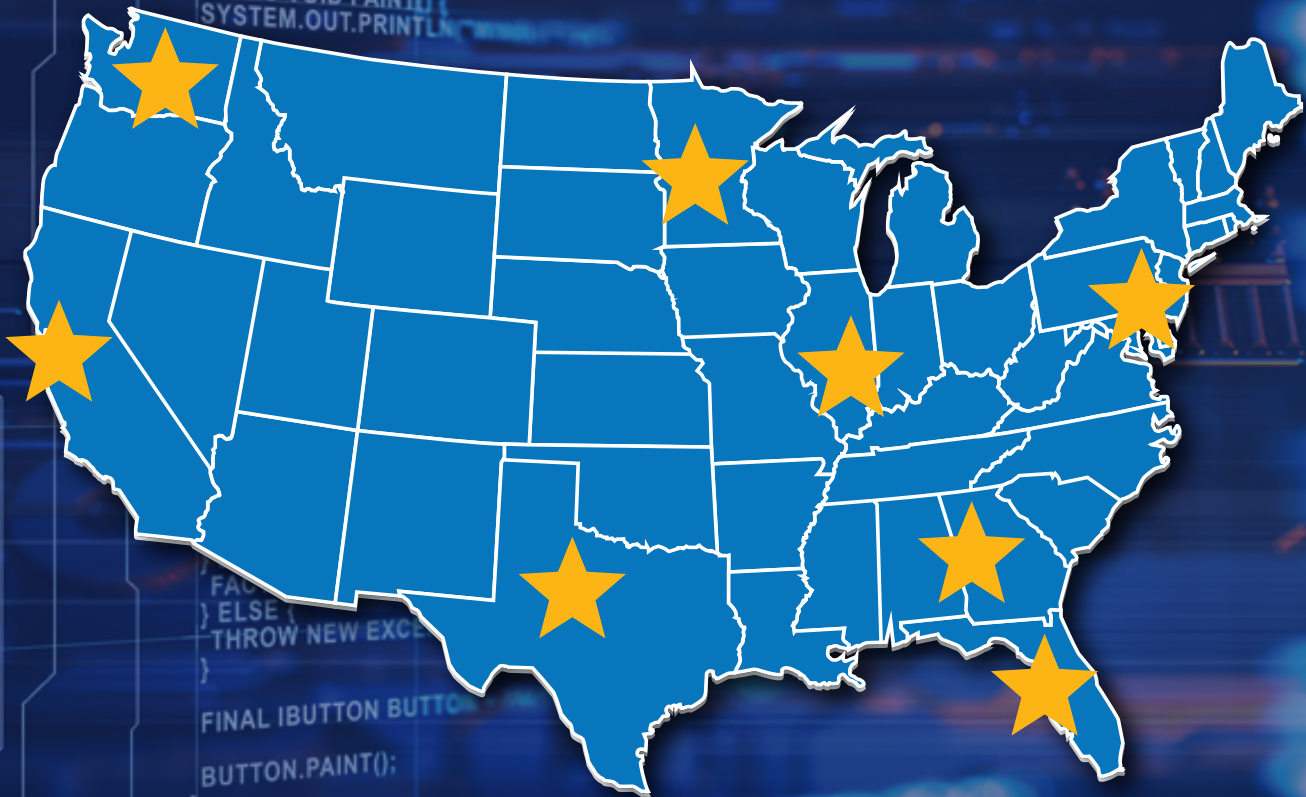
(Class of 2022)

\$10K

Median Signing  
Bonus

(Class of 2022)

## 2022 SELECT MSBA EMPLOYERS



- ★ Amazon
- ★ athenahealth, Inc.
- ★ Big Fish Games
- ★ BlackRock
- ★ CVS Health
- ★ Delta Air Lines, Inc.
- ★ EY
- ★ Fiserv
- ★ Holland America Line
- ★ Koch Industries
- ★ McKinsey & Company
- ★ Merck
- ★ MGM
- ★ Morgan Stanley
- ★ Simon-Kucher & Partners
- ★ Target Corporation
- ★ TF Securities Co. Ltd.
- ★ The Home Depot
- ★ TikTok
- ★ Truist
- ★ Visa



# PROFILES IN SUCCESS



## GAINING CONFIDENCE AS A LEADER

**Mary Boken**

*2021 MSBA*

*Senior Data Scientist  
Cox Communications*

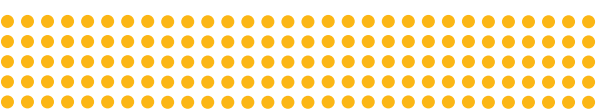
After receiving a BS in Environmental Engineering from Clemson University and starting a new job, Mary Boken 21MSBA quickly realized her career aspirations were changing. “Through my work experience, I started to realize the power of data and analytics for the success of a business and how sought-after these skills were in the more innovative job functions that I was interested in.”

Switching careers can be a daunting task, which is why Mary looked at programs that focused on and catered to career services and placement.

“While I was a prospective student, I came to Atlanta to attend the MSBA Insights Day and was blown away by the industry connections that Emory has with top employers.”

Her time in the program helped her grow as a leader, navigating challenging projects in team settings. “As I progressed through the program, I became confident directing projects, managing deadlines, leading team meetings and corresponding with clients. This newfound confidence in my leadership abilities carried through to my job search, as I felt surer of my skills and the direction I was headed in my career.”

While Mary had strong problem-solving skills coming into Goizueta, the MSBA program not only helped expand that skillset, but also taught her how to look at problems from a business perspective by asking why does the problem need to be solved and how can a solution add value. “The MSBA program helped me not only to gain the technical skills needed to be successful as a data scientist, but also the soft skills and business acumen that I will carry with me throughout my career.”





## **BUILDING** **A ROBUST** **NETWORK**



### **Sebastian Peña**

*2020 MSBA*

*AI Strategy Consultant  
Accenture*

When Sebastian Peña entered the MS in Business Analytics program at Goizueta, he didn't realize how instrumental the school's connected network would be for his future career. "The Goizueta network is at the center of every major accomplishment in my career."

When he was developing the Goizueta Data Analytics Club, every guest speaker from a

cryptocurrency investment fund manager to a sales analytics specialist at Google were part of the Goizueta network. He also found support when looking for a full-time position. "I was able to connect with managing directors and C-suite executives within the alumni network at my top company and ultimately have their backing during my successful recruitment process."

While Peña's network grew immensely after joining the program, he also feels equipped with the key skills to be successful in his career. "Goizueta's unrelenting focus on experience-based learning and expert faculty together have given me the tools to excel as I start my professional career in the world of analytics."

### **Nikhil Chalakkal**

*2018 MSBA*

*Senior Program Manager  
Amazon*

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

Nikhil believes that "analytics is a field that sits on top of anything else that you do. On top of supply chain. On top of marketing or finance. That

feature of analytics is what attracted me to it."

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

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

**"Analytics is a field that sits on top of anything else that you do."**

**WORKING  
WITH  
REAL-WORLD  
CLIENTS**



**Jonathan Iacobelli**

*2018 MSBA*

*Senior Data Scientist  
BCG GAMMA*

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

That is, until he became an MSBA student. The program, in Jonathan’s view, “married” the two things he most wanted to be adept at doing—

solving business problems but doing so in a more quantitative and analytical manner.

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

**“Besides technical skills, I started to build my own business lens to solve problems with data-oriented methods. I didn’t have much experience in solving abstract problems before.”**



**May (Botao) Shao**

*2020 MSBA*

*Senior Analyst in Sales Strategy  
Salesforce*

“This program is truly intensive, but you’ll learn a lot in these 10 months.”

Throughout the program, May found numerous projects that gave her the opportunity to practice time management and solve real-world problems with algorithms she learned directly from class. The analytics practicum, in particular, stood out to May as an excellent learning opportunity since her particular project was to predict claim cost at first notice of loss for an insurance company.

“In this project, we utilized SQL and Python to finish data cleaning and

model building, which was a great opportunity to apply what we learned in class to real business problems. I learned from this project that the machine learning algorithms were truly powerful and were able to make precise predictions if we looked at all claims as a whole, but may not be helpful in making prediction on each claim precisely.”

Additionally, May also learned how important it is to provide business insights for executives rather than build elaborate models for them, something she had neglected previously.





## **MAKING A DREAM COME TRUE**

**“The diverse academic backgrounds in my cohort enriched class discussions and broadened the lenses through with I approach problems.”**

### **Kwaku Danso-Manu**

*2019 MSBA*

*Senior Data Scientist*

*Visa*



For Kwaku Danso-Manu, Goizueta’s MS in Business Analytics made his dream come true. “It had always been a personal and professional goal of mine to work in Silicon Valley and in tech specifically.” That dream became a reality when he accepted a role as a data scientist with Visa after graduating from Goizueta in 2021.

Kwaku was looking to broaden his scope of work when he decided to pursue an MS in Business Analytics. He had worked as an engineer and business analyst, and while he enjoyed both, he didn’t want to be limited to either.

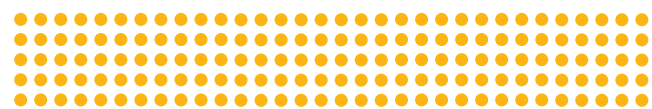
“The field of data science provided the perfect cocktail to leverage skills in both areas and allow me to work on and solve problems from inception to completion being involved in all phases of any given project.”

It was important to Kwaku not to spend too much time away from his career, which is one of the reasons he was drawn to Goizueta’s 10-month master’s in business analytics program. “It was important to me to get

this degree in a top-tier business school to improve and develop my business acumen and learn from renowned professors with a diverse background and industry knowledge. Additionally, I specifically looked for program lengths that were a year or year and a half maximum, and this program ticked all those boxes.”

In addition to the diverse industry knowledge faculty brought to the classroom, Kwaku was impressed by the diverse academic backgrounds of his classmates that he says “enriched class discussions and broadened the lenses through with I approach problems.” The classroom experience – from client projects to the case study approach in several classes – pushes students to think critically, become versatile problem solvers, and to apply the lessons they are learning in real life scenarios.

“Goizueta encourages intellectual freedom and independent thinking. They teach you to think outside of the box, which has enabled me to stand out and challenge the status quo in my professional life.”



ATLANTA IS RISING

# ALL THE WAY UP.

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

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

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

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

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

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

Your piece of the (peach) pie is waiting. The only thing left to do is take a big bite.





5,800,000

77,000

103,900,000

117,719

39%

## Our Numbers Don't Lie.

THE DATA SPEAKS FOR ITSELF. SEE HOW GOIZUETA AND ATLANTA ARE THRIVING.

**HOME TO 6.14 MILLION PEOPLE**

THE ATLANTA REGION ADDED 62,000 JOBS LAST YEAR.

75.7 MILLION PEOPLE PASSED THROUGH

HARTSFIELD-JACKSON ATLANTA INTERNATIONAL IN 2021,

**THE WORLD'S BUSIEST AIRPORT.**

**GEORGIA NAMED #1 STATE FOR BUSINESS**

FOR 9TH CONSECUTIVE YEAR.

16 FORTUNE 500 HEADQUARTERS AND

75% OF FORTUNE 1000 COMPANIES WITH A PRESENCE IN ATLANTA.

ATLANTA IS THE

**3RD-FASTEST GROWING METRO AREA**

IN THE NATION (U.S. CENSUS).



AS A TOP-20 BUSINESS SCHOOL, WE KNOW A LITTLE SOMETHING ABOUT TOP 20 LISTS:

# TOP 20 THINGS TO DO

(AND SEE, AND SMELL, AND TASTE)

## in Atlanta

- 1 ENJOY NATURE IN THE MIDDLE OF THE CITY AT THE ATLANTA BOTANICAL GARDEN.
- 2 HEAD TO PONCE CITY MARKET TO SAMPLE A LITTLE OF EVERYTHING (EVEN MINI-GOLF).
- 3 DEVOUR LEMON PEPPER WINGS AT J. R. CRICKETS.
- 4 VISIT THE HOME OF MARTIN LUTHER KING JR.
- 5 SWIM WITH WHALE SHARKS (YES, WHALE SHARKS) AT GEORGIA AQUARIUM.
- 6 SAMPLE SOME HARD-TO-FIND COKE VARIETIES ON THE COCA-COLA TOUR.
- 7 SCORE TICKETS TO A GAME AT SUNTRUST PARK, MERCEDES-BENZ STADIUM, OR PHILIPS ARENA.
- 8 CHECK OUT AN ALVIN AILEY DANCE SHOW AT THE FOX THEATRE.
- 9 DIG IN THE CRATES AT CRIMINAL RECORDS, WAX N' FACTS, OR ELLA GURU.
- 10 VISIT THE COLLEGE FOOTBALL HALL OF FAME.
- 11 STROLL THE BELTLINE. OR BIKE IT. OR SKATE IT.
- 12 HEAR LIVE BLUES AT BLIND WILLIE'S.
- 13 HEAD OVER TO THE FERNBANK MUSEUM OF NATURAL HISTORY AFTER DARK FOR SCIENCE SERVED WITH COCKTAILS.
- 14 LEAVE A STORYCORPS RECORDING AT THE ATLANTA HISTORY CENTER.
- 15 VISIT FORMER PRESIDENT JIMMY CARTER'S OVAL OFFICE.
- 16 PERFORM "METALSOME" KARAOKE AT 10 HIGH IN VIRGINIA HIGHLANDS.
- 17 EAT A HOLEMAN & FINCH CHEESEBURGER.
- 18 SHOOT THE 'HOCH (AKA GO TUBING DOWN THE CHATTAHOOCHEE RIVER).
- 19 RUN THE PEACHTREE ROAD RACE. TRY TO FINISH. GOOD LUCK WITH THOSE ATLANTA HILLS.
- 20 EXPLORE AUTHENTIC FOOD FROM AROUND THE WORLD ALONG BUFORD HIGHWAY.

### TOUR GOIZUETA

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

[EMORY.BIZ/MSBA](http://EMORY.BIZ/MSBA)

# DATA IS EVERYWHERE.

## INSIGHTS ARE EVERYTHING.



“This program was rigorous and I learned a lot of things but the main lesson I learned is when you do what you are passionate about, it doesn’t really feel like work.”

**Maya Aravapalli 2021 MSBA**  
*Data Scientist, Truist*

“Without the MSBA program, I wouldn’t have the tech skills to be a knowledge expert. It really added a whole different value proposition to me as a candidate.”

**Hunter Hollis 2018 MSBA**  
*Analytics Consultant, Vanderbilt University Medical Center*



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

**Ryan Chi 2018 MSBA**  
*Sr. Marketing Data Science Analyst, UPS*

“I’ve learned a vast range of technical tools and languages and enhanced my business understanding at the same time.”

**Prarthana Neotia 2019 MSBA**  
*Associate, Goldman Sachs*



“I not only learned advanced data analytics and technology skills, but also to appreciate how the insights will enable me to recommend strategies in my future roles.”

**Jaymin Patel 2018 MSBA**  
*Services Analytics Manager, NCR Corporation*



“I was able to talk to alumni through the Goizueta networks and get new industry exposures.”

**Kivi Zuo 2019 MSBA**  
*Research Scientist, Marketing Science, Meta (Facebook)*





# Ready.

FOR WHATEVER THE BUSINESS WORLD THROWS AT YOU. BECAUSE YOU'VE SEEN IT ALL, MINED IT,

BROKEN IT DOWN, AND NOW IT'S YOUR TIME TO BUILD IT UP INTO INSIGHTS THAT

SHAPE THE NATURE OF BUSINESS ITSELF.

# Go

# Set.

FOR DAY 1. DAY 100. AND EVERY DAY IN BETWEEN.

CAPTURE THAT INTERSECTION OF BUSINESS, DATA, AND TECHNOLOGY.

DETERMINE YOUR OWN DESTINY. CREATE YOUR FUTURE.

## Application Deadlines for Fall 2023 Start

ROUND	APPLICATION DEADLINE	NOTIFICATION	DEPOSIT DUE
1	October 12, 2022	December 1, 2022	January 11, 2023
2	January 18, 2023	March 23, 2023	April 19, 2023
3	March 29, 2023	May 4, 2023	May 18, 2023

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To schedule a campus visit, or sign up for MSBA Insights Day, visit

[EMORY.BIZ/MSBA](https://emory.biz/msba)