

THE ROAD MAP TO

ONGOING SUCCESS

As its 100th anniversary nears, Goizueta Business School's new strategic plan plots a path to enhance its stature and increase its influence in Atlanta, the United States and the world.



VISION

To be the VOICE, AUTHORITY and INFLUENCE of meaningful business performance.

MISSION

To be a community choice for LEARNERS, LEADERS and EDUCATORS.

GOALS

- Attract premier faculty and student talent
- Create greater external engagement
- Engage and equip key stakeholders

STRATEGIC THEMES



BEHAVIORAL INSIGHTS: Helping businesses make better decisions through an understanding of their customers, employees and stakeholders, while expanding the interaction between academic research and industry.



BUSINESS ANALYTICS: Fostering thought leadership in analytics and preparing market-ready graduates to address business challenges and become business data scientists.



ENTREPRENEURSHIP: Developing and supporting entrepreneurial and intrapreneurial aspirations and thinking among all students at every stage of their career.



EXPERIENTIAL LEARNING: Leading with an integrated, hands-on curriculum that promotes immersive learning experiences and develops critical thinking and leadership skills.



HEALTHCARE: Leveraging Emory's knowledge, network and prestige in the healthcare space, and providing business insights and education to improve the healthcare field.



LEADERSHIP: Enriching the student experience through leadership courses and training to prepare them to demonstrate effective qualities.



REAL ESTATE & PRIVATE EQUITY: Empowering students with appropriate knowledge and skills for successful careers through unique experiential activities and coursework.



SOCIAL ENTERPRISE: Making markets work for more people, in more places and in more ways through Social Enterprise at Goizueta (SE@G), a research center designed to generate positive societal impacts.



“Ongoing success will be defined by our ability to raise the school's stature and influence in new and more meaningful ways”
- Dean Erika James, Goizueta Business School



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