

GOIZUETA

EXECUTIVE MBA

MEMBA

MODULAR FORMAT



OUR HYBRID APPROACH

FLEXIBILITY

10 WEEKLONG RESIDENCIES



ONLINE STUDY

ACCOUNTABILITY

Emory University's Goizueta Business School is committed to making our degree programs work for you. Consider our progressive General Management curriculum in our Modular Executive MBA (MEMBA) program, which fortifies business acumen then immerses you into the future of business through co-curricular options and electives. This unique, blended teaching method provides the **flexibility** of at-your-pace, online learning delivering a rigorous and relevant education made manageable for busy executives. It also reinforces **accountability** – to your classmates as well as yourself – through robust, week-long classroom experiences held on-campus quarterly. So if you're ready for "**complete-ability**", you're ready to join our next cohort.

Dr. Kadri Ozen, ISMEMBA Public Affairs Director, The Coca-Cola Company

“I oversee business programs in more than 90 countries. With such a busy travel schedule, a flexible MBA program wasn’t a desire, it was a necessity. Emory’s Modular MBA program definitely delivered. Despite frequently having a seven-hour time difference from the rest of my cohort, the blended learning format enabled me to be a strong contributor and fully utilize the collaborative nature of the program.”



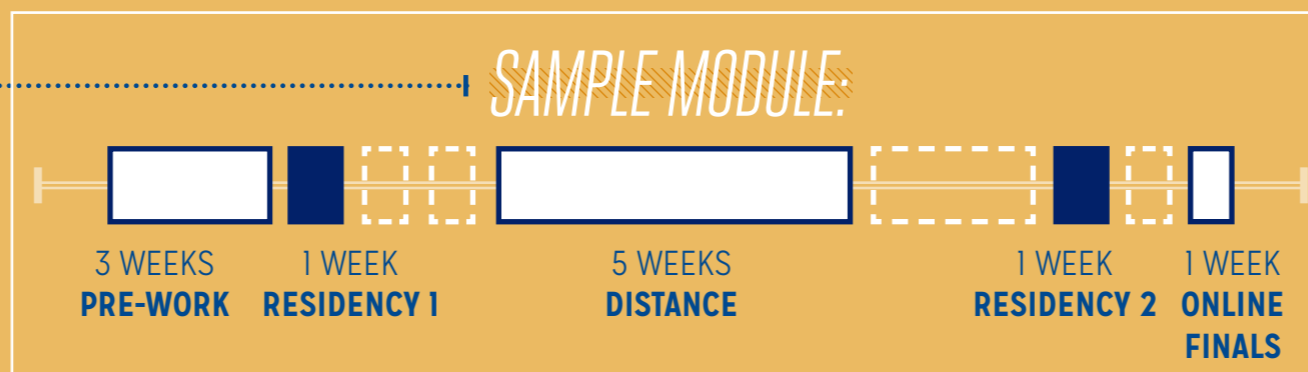
FLEXIBILITY

“COMPLETE-ABILITY”

ACCOUNTABILITY

5 MODULES

SAMPLE MODULE:



MONTHS **20**

FORM(AT) & FUNCTION

THE IN-PERSON ASPECT OF THE MEMBA FORMAT SPANS 5 CLASS TERMS AND FEATURES 10 WEEKLONG SESSIONS, CALLED RESIDENCIES. During residencies, you will be immersed in our lockstep, general management curriculum through a strategic pairing of classes designed to build on one another, maximizing your learning through their inter-connectivity. Augmenting these classes is an array of complimentary experiences - from dynamic, global speakers to interactive learning opportunities like our innovative Management Practice course. These activities help you translate your learning into action steps, making the knowledge you gain even more valuable. Include robust peer-to-peer conversations, dynamic group meetings with classmates and invaluable career coaching and its clear our MEMBA format is designed for maximum impact.

SAMPLE RESIDENCY WEEK:



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	 (GROUP MEETING)					 EXECUTIVE BREAKFAST	
8:00AM MORNING SESSIONS	ENTREPRENEURSHIP (ELECTIVE)	TECHNOLOGY & ADAPTIVE SYSTEMS	TECHNOLOGY & ADAPTIVE SYSTEMS	TECHNOLOGY & ADAPTIVE SYSTEMS	FINANCIAL PLANNING & CAPITAL BUDGETING	FINANCIAL PLANNING & CAPITAL BUDGETING	FINANCIAL PLANNING & CAPITAL BUDGETING
11:30AM LUNCH & BREAK		 (FACE-TO-FACE MEETING WITH FACULTY OVER LUNCH)					 (GROUP MEETING)
1:00PM - 4:30PM AFTERNOON SESSIONS	ECONOMIC ANALYSIS FOR MANAGERS MANAGEMENT PRACTICE WORKSHOP	ECONOMIC ANALYSIS FOR MANAGERS	ECONOMIC ANALYSIS FOR MANAGERS INNOVATION WORKSHOP	 PROFESSIONAL DEVELOPMENT WORKSHOP ENTREPRENEURSHIP (ELECTIVE)	ORGANIZATIONAL DECISION MAKING & LEADERSHIP	ORGANIZATIONAL DECISION MAKING & LEADERSHIP	ORGANIZATIONAL DECISION MAKING & LEADERSHIP 3:30PM RESIDENCY CLOSE
6:30PM DINNER		 NETWORKING SESSION			 DEAN'S SPEAKER SERIES FORTUNE 100 COMPANY (SCHOOL-WIDE)		

FORM(AT)&FUNCTION

EVERY EXECUTIVE IN OUR PROGRAM ALREADY MANAGES THE TOUGH TASK OF WORK/LIFE BALANCE. When looking for a top-tier program to fit within the confines of their daily responsibilities, our unique MEMBA format stood tall above the rest. Using a mix of distance learning tools and flexible study scheduling so you can tailor to your individual needs, our approach is one of the most innovative of its kind. It is also one of the longest-standing hybrid models, created more than a decade ago to address the growing need for unique learning methods that maximize technology without sacrificing valuable in-person interactions. During your time away from campus, you will stay plugged in through a series of classes, group sessions and digital modules all capable of taking place wherever you need to be. The utilization of conference tools and virtual courses lets you manage the average 15-20 hours of study and weekly deliverables needed to succeed while still allowing you to manage a full life at work and home.

SAMPLE DISTANCE-LEARNING WEEK:



SUNDAY

MONDAY

TUESDAY


WEDNESDAY

THURSDAY


FRIDAY

SATURDAY


 PREP BUSINESS CASE (1.5HR)

 STUDY BEFORE WORK (1.5HR)

 DROP KIDS OFF AT SCHOOL


 STUDY BEFORE WORK (1.5HR)


 DROP KIDS OFF AT SCHOOL


 CASE ANALYSIS (1.5HR)

 REVIEW COURSE MATERIALS AND LECTURES (2HR)

 PLANNING WITH GROUP OVER EMAIL (30MINS)



 CASE ANALYSIS (1HR)

 CALL WITH CAREER COACH OVER LUNCH (1HR)


 ECONOMICS READING (1.5HR)

 ATTEND KID'S SOCCER GAME

 GROUP MEETING VIA WEB CONFERENCING (1HR)

 PREP FOR LIVE CLASS (1 HR)
 LIVE CLASS VIA ADOBE CONNECT (1HR)

 FAMILY GAME NIGHT

 ECONOMICS HOMEWORK (2HR) (DUE AT 11PM)

 DATE NIGHT

TECHNOLOGY & ADAPTIVE SYSTEMS

9:00AM |

5:00PM |

TYPE A-TOWN

21
COMPANIES
REPRESENTED

15
AVERAGE YEARS
OF WORK
EXPERIENCE

30%
WOMEN

Goizueta's hybrid learning model isn't built for everyone, but it does attract those who understand the value of a room full of different perspectives. In our MEMBA program you're surrounded by elite professionals who thrive on personal accountability and results. They also have achieved success across myriad industries and functions, regions and countries.

This unique combination of successful and expansive mindsets boosts in-person learning, career exploration, and leadership development. It also forms the start of the lifelong network that will assist you from the classroom to the boardroom. Being among a group of professionals committed to their own – and the team's – continued success means you are investing in a diversified portfolio of people and experiences with unlimited possibility for return.

37%
PERCENT OF CLASS
HAS GRADUATE
DEGREES

10%
INTERNATIONAL

34
LANGUAGES AND
DIALECTS SPOKEN
WITHIN CLASS

MEMBA 2016 COHORT

TYPE A-TOWN



↑

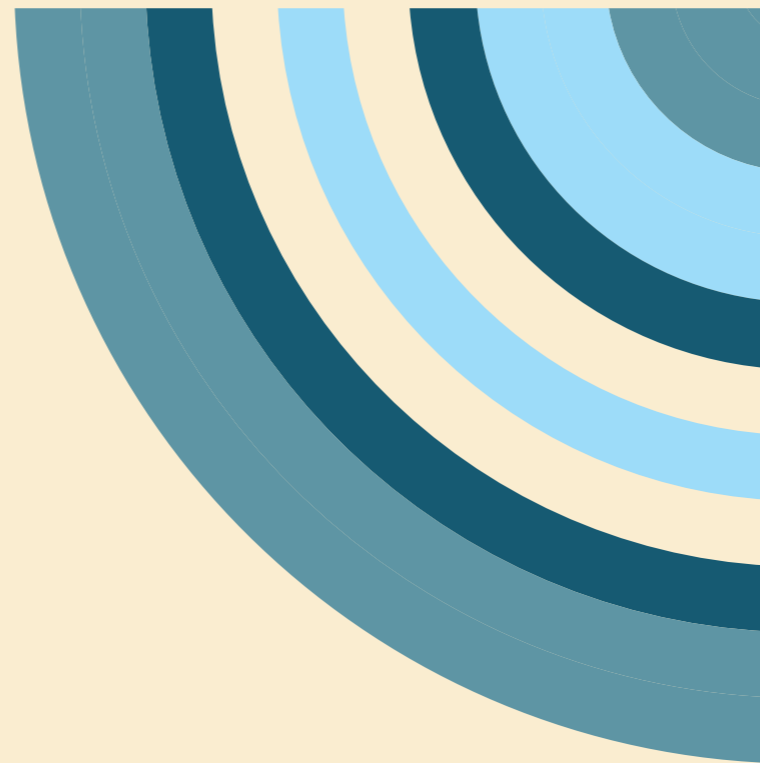
RINI FREDETTE 16MEMBA

SVP and Enterprise Risk Officer, PSCU Financial Services
“The level of knowledge and skill within the cohort is incredible; adding to the large diversity of thought and perspective. In just a short time this experience has significantly changed how I communicate with my team and helped identify innovative revenue streams.”

↑

BRIAN CALDARELLI, 12EMBA

CFO, PSCU Financial Services
“My company holds the Goizueta name in high regard. The Modular EMBA program has nurtured Rini’s capability for creative thinking, methodical approach, and team leadership. With this degree, she is positioned for great success within our company.”



PROFESSIONAL SERVICES

MANUFACTURING

TECHNOLOGY

MEDIA / ENTERTAINMENT

CONSULTING

EDUCATION

FINANCIAL SERVICES



IQ, MEET EQ

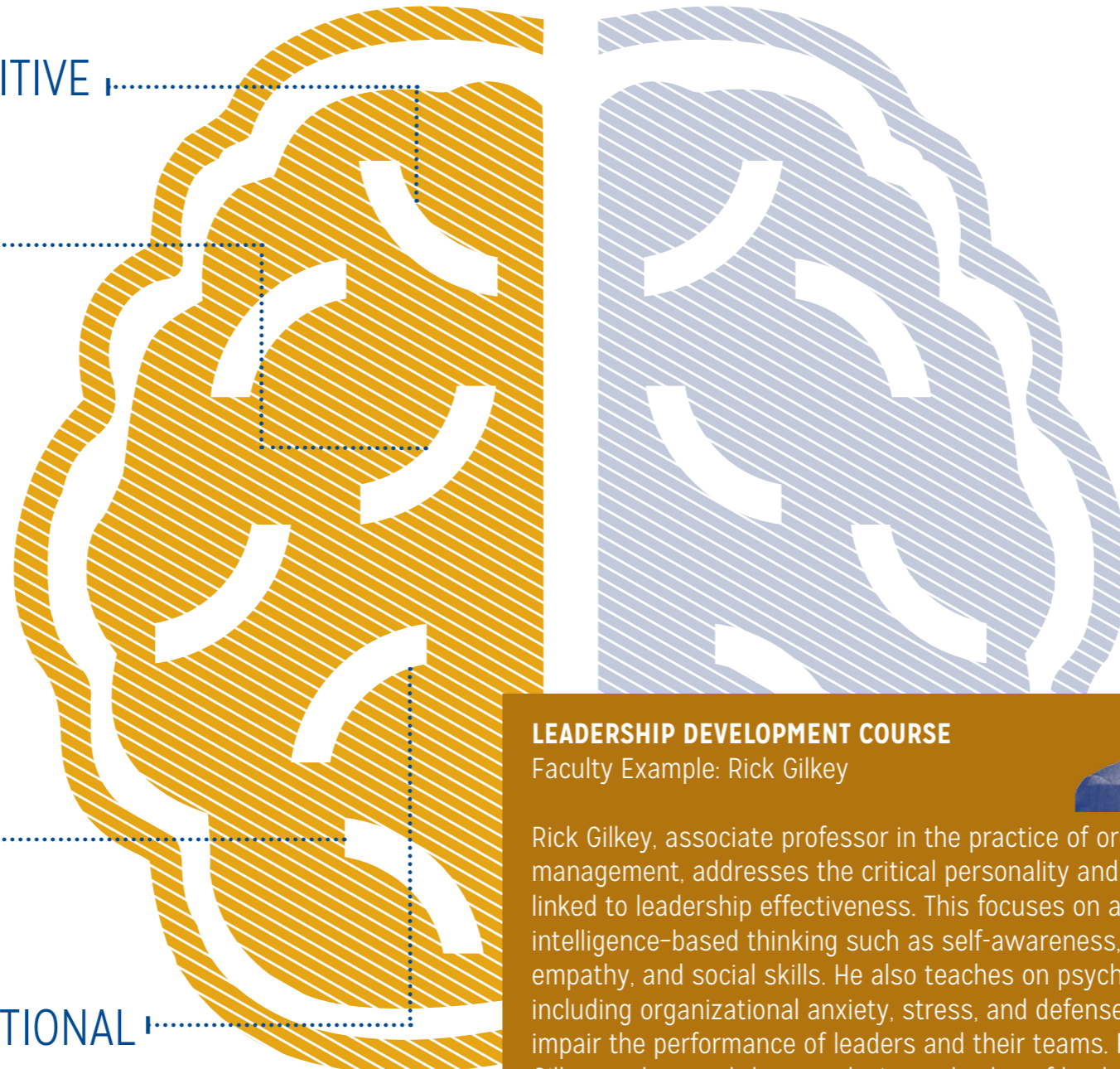
COGNITIVE

BEHAVIORAL

“People skills” don’t always come naturally. But for those who can combine business fundamentals with integrated leader development skills, they will find themselves well on their way to mastering relationship management, too. Our MEMBA curriculum incorporates personal assessments, coaching, and coursework around an academic focus on the four key areas of **leadership**: cognitive, behavioral, emotional, and relational.

EMOTIONAL

RELATIONAL



LEADERSHIP DEVELOPMENT COURSE

Faculty Example: Rick Gilkey

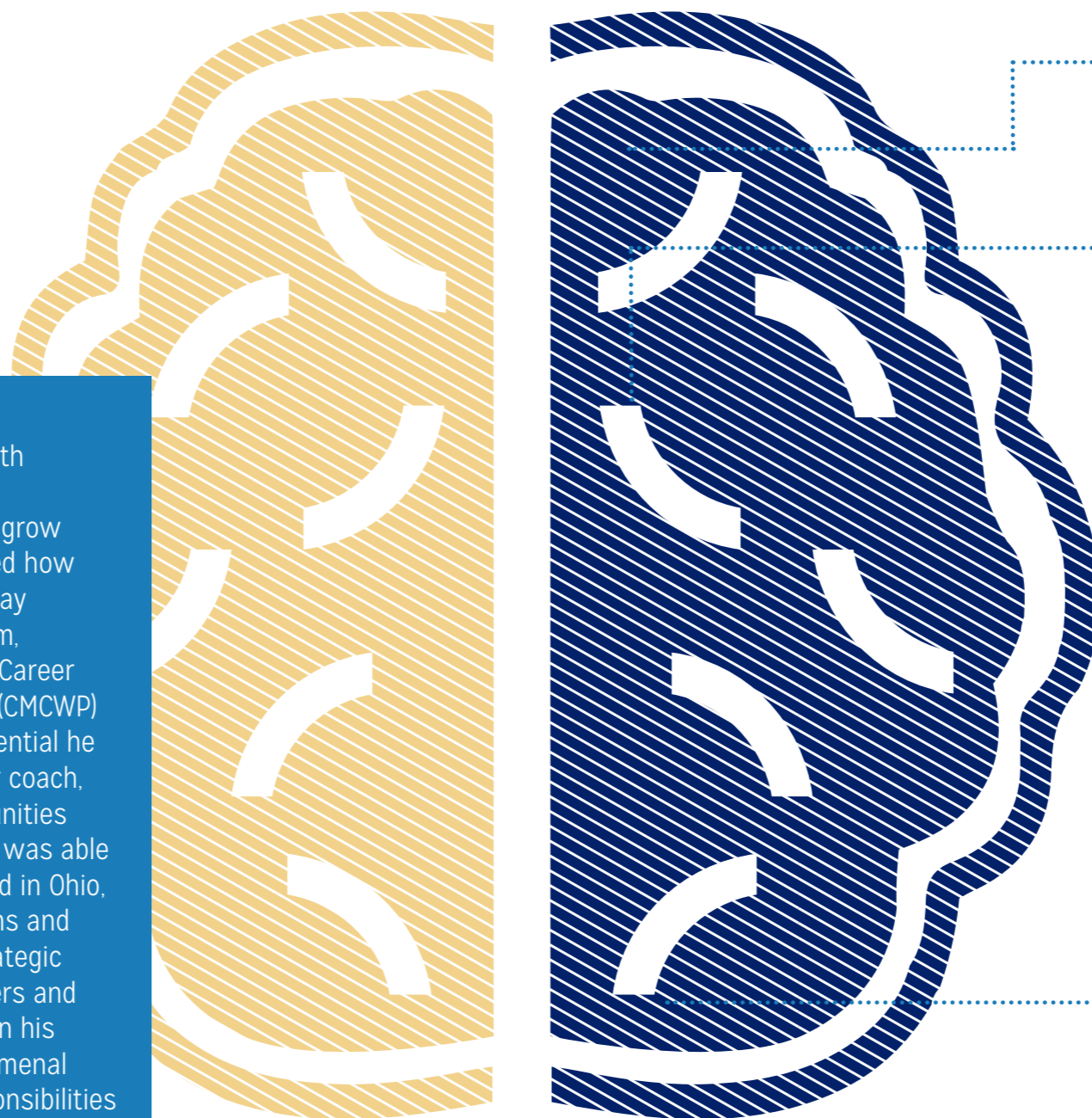
Rick Gilkey, associate professor in the practice of organization and management, addresses the critical personality and interpersonal factors linked to leadership effectiveness. This focuses on areas of emotional intelligence-based thinking such as self-awareness, self-management, empathy, and social skills. He also teaches on psychodynamic work issues, including organizational anxiety, stress, and defenses, that can easily impair the performance of leaders and their teams. Faculty members like Gilkey understand the complexity and value of leadership development, which is why Goizueta offers executives the means to develop skills that will empower them to lead with intelligence, moral sensitivity, and with an eye toward success.

IQ, MEET EQ

ROB SUBA, 2015 MEMBA

Director of Program Management, Cardinal Health

Rob wanted his MEMBA experience to help him grow as a business leader, but couldn't have imagined how significantly Emory's career resources would play into his overall progression. Early in the program, Suba attended a session offered by Goizueta's Career Management Center for Working Professionals (CMCWP) and walked away seeing how much career potential he possessed. Working with his designated career coach, Rob formulated a plan to seek out new opportunities better aligned to his aptitude and interests. He was able to interact with the CMCWP despite being based in Ohio, through conference calls, online communications and in-person meetings. The result? A targeted, strategic plan to identify common "forward growth careers and adjacencies" to find progressive opportunities in his field. Within a few months, Rob landed a phenomenal role in his organization that expanded his responsibilities and influence. Suba credits the CMCWP for helping him uncover his hidden value. "My new role truly fits my skill level, and perfectly sets me up for even greater responsibilities post-graduation"



CONTENT

COACHING

Our program delivers top-ranked academics to distinguish you from your peers on the job today, while simultaneously offering insights on how to identify opportunities for your future. The **Career Management Center for Working Professionals (CMCWP)** offers courses tailored to maximizing your executive trajectory. Take advantage of available CMCWP workshops – from *Building your Personal Brand* to *Redefining your Skillset for a New Audience* – as you translate your experiences. Use these new skills to network with other successful alumni and business leaders, creating the perfect outline for the next phase of your career.

CONNECTIONS



TAKE THE NEXT STEP

PERSONAL CONSULTATION (VIRTUAL OR IN-PERSON)

FOR THOSE INTERESTED IN DISCUSSING THEIR UNIQUE GOALS AND OBJECTIVES FOR GETTING AN EXECUTIVE MBA, A PERSONAL CONSULTATION IS A GREAT FIT. SESSIONS ARE SCHEDULED DURING NORMAL BUSINESS HOURS AND LAST APPROXIMATELY 30 MINUTES. ADMISSIONS STAFF WILL ANSWER YOUR SPECIFIC QUESTIONS AND HELP DETERMINE IF EMORY'S EXECUTIVE MBA PROGRAM IS RIGHT FOR YOU.

MONTHLY INFORMATION BREAKFASTS

FIRST TUESDAY OF THE MONTH @7:45AM. FOR THOSE JUST BEGINNING THE PROCESS, WE INVITE YOU TO ATTEND OUR STANDING INFORMATIONAL EVENTS. INFORMATION BREAKFASTS ARE HELD IN THE MORNING OF THE FIRST TUESDAY OF EVERY MONTH, ON THE GOIZUETA CAMPUS, AND ARE DESIGNED TO ANSWER QUESTIONS ABOUT THE CLASSROOM EXPERIENCE, THE APPLICATION PROCESS, AND HOW THE DEGREE CAN IMPACT YOUR FUTURE.

REACH OUT TO US DIRECTLY:

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