



EMORY

GOIZUETA
BUSINESS
SCHOOL

Emory Exchange Fall 2011

Due to the fact that I am a dual Israel- US citizen, I did not have to deal with visa requirements. However, the exchange coordinator handled all aspects of this for the other exchange students. In addition, I did not live on campus and had my own car, so these aspects will not be covered in this report. The office of the MBA program at GBS is extremely helpful with coordinating issues of apartments and car rental. Most exchange students did not have a car and lived near campus. However, this is quite inconvenient in a city like Atlanta, so it would be advisable to look into the option of renting a car. Atlanta has a poor public transportation system, especially at night. The Emory campus does however provide students with a free bus system that is very reliable and thorough around the area of school.

I arrived to Emory in August and was immediately greeted by a warm, intelligent and very motivated student body. The class size is relatively small compared with other American MBA programs and is composed of roughly 150 students in the 2nd year class. I was absorbed into the orientation for the returning students and it was quite easy to get to know everyone. In addition, because Emory has a 2 year and 1 year program that graduate together, students are already open to meeting new friends at this stage of their MBA career.

I took four courses at Emory:

Marketing Strategy, Entrepreneurship, Consumer Behavior, Sales and Business Development

Marketing Strategy, Professor Ashish Sood.

This was the most challenging course for me. It consisted of lectures and guest speakers once per week and the Markstrat game once a week. The class was divided into teams that each represented a company that was entering the market with a product and each week the teams needed to submit marketing decisions. The course grade was based on performance against the other teams. This took hours of group meetings and a lot of data analysis. Very helpful to learn the basics of marketing. The other part of the course was focused on HBS cases, some for

reading and some for written analysis. The other days were used to host guest speakers.

Entrepreneurship, Professor Charlie Goetz

The best class I took at Emory and very popular at Emory. Important to register early as spots fill up fast. Professor Goetz has started many successful companies and walks students through the entire entrepreneurship process from concept to renting office space. Lectures are super-engaging and entertaining. Students form groups and then present a semester project of a business idea to a group of investors. In addition there are many interesting guest speakers who have themselves started impressive enterprises. All in all, one of the best classes of my MBA and one where you can meet and connect with many fellow students.

Consumer Behavior, Professor Susan Hogan

Another great class where I learned a lot. Professor Hogan developed a curriculum of marketing principles fused with psychology and consulting. Very interesting lectures and projects. The majority of the grade comes from 4 small mini-projects dealing with various aspects of consumer behavior as well as presentations based on cases and articles. There is plenty of group and class discussion and learning from the experiences of the students. Light work load and very flexible and pleasant professor.

Sales and Business Development, Professor Richard Flaig

This class was also one I really enjoyed. It was taught by Professor Flaig, who was a Coca Cola executive for 30 years. He brought a lot of inside knowledge on the sales and BD process and brought in many of his colleagues to speak to us.. The grade was mainly composed of case studies and written analysis in addition to two group projects . There was a lot of group discussion and analysis of various sales approaches by many different companies. This is the class I got the most practical knowledge from and the class I did the best in.

The GBS Student Experience

Due to the small class size and the fact that many of the students are from outside of Atlanta (both US and many international) students tend to hang out together during free time. Most are very career focused and driven to find good jobs, so many hours after class are spent networking, attending career center presentations, attending company events and interviewing. Clubs also are an important element of GBS life. Most students are involved in several different clubs. I joined the International Business Association, Microfinance Club and the Net Impact Club. I was elected onto the leadership board of the IBA and participated in the planning and the execution of several GBS events. In addition, Emory is a bustling university with many interdisciplinary activities such as lectures, performances and even speed dating!

Most weekends there are many events taking place that students are attending. Each Thursday there are free beer kegs and pizza where students come to unwind and

socialize with peers. Usually, following this event, students get together in the Virginia Highlands area later in the evening for entertainment after a tough week of studying.

My Tips:

Get to know professors. They are generally open to meeting and giving great advice about career paths and general academic questions.

Be Outgoing. It can be intimidating to join a new class, but at Emory the students are so diverse and very open to meeting new people that just reaching out is often enough to make some good friends.

Spend a lot of time on campus. The Emory campus is beautiful. There are great places to run, a great gym, nice museums and a wonderful and motivating academic environment.

Use the library and the librarians. Emory has one of the most incredibly resourceful libraries I have ever seen. The facility is beautiful and allows students access to millions of journals and recourses that one could not get by themselves. The librarians for GBS are always there to help. You can just send them an email and they usually answer within 5 minutes! Great for school projects and personal research.

Go to as many GBS events as you can. GBS often hosts many accomplished executives, hosts forums and case competitions. Attending these events, one can learn a lot and make great connections.

Use the CMC to get good networking connections. The CMC can often point you in the right direction when it comes to resumes and company meetings. It could be worthwhile to meet with an advisor to

Travel! There are many interesting destinations very close to Atlanta. Tickets and rental cars can be found cheap. Asheville, North Carolina and the Gulf Coast and New Orleans are two of my favorites. GBS offers many opportunities for traveling.

Shop! Compared to Israel, prices on various goods including clothing are much, much cheaper!! Take advantage of this and hit up TJ Maxx, Target, Marshalls, and Tuesday Morning (for house goods).

Enjoy! Emory was an amazing experience for me. The school, people and facilities are outstanding. It was one of the best educational journeys I ever had. Please let me know if you have any questions: yana.kutikova@gmail.com