

The Business School at Georgia Tech



Executive Master of Science in Management of Technology

**Georgia
Tech**



**College of
Management**

The Business School at Georgia Tech

Table of Contents

3	Enhancing Your Leadership Skills
	Georgia Tech
	Technology Square
	Executive Master's Program Overview
	Class Profile
	Curriculum
7	College of Management Faculty
	Faculty Highlights
	Faculty Listings
9	Beyond the Classroom
	IMPACT Speaker Series
	Entrepreneurship and
	New Venture Creation
11	A Lifetime of Connections
	Corporate Sponsors
	Strong Alumni Network
15	Investing in Your Future
	Finances
	Admissions and Application
	Information



Welcome to Georgia Tech!

Georgia Tech has a history of distinction and a record of accomplishment that has lifted it into the ranks of the nation's best universities. The future will be even better because of our commitment to leadership and excellence and the significant investments we have made, and are making, in new faculty and facilities. We go beyond the conventional to emphasize innovative, entrepreneurial, and interdisciplinary approaches.

The innovation that is essential to economic success lies at the intersection of technology and business. This dynamic relationship has always been at the heart of the College of Management's mission. Our graduates possess a uniquely strong analytical capability, an understanding of the strengths and limitations of technology, and an entrepreneurial spirit.

This is an exciting time to be at the business school at Georgia Tech. From its stunning new home in the center of Midtown Atlanta's vibrant business community, the College is expanding its influence and enhancing its reputation. Technology Square is also home to our nationally recognized technology business incubator, Advanced Technology Development Center (ATDC), which serves as a real-world laboratory for our students to learn about the creation of new technology ventures.

At Technology Square, we are working together to create a dynamic learning community. We invite you to experience and explore the possibilities at Georgia Tech!

A handwritten signature in black ink, reading "G. Wayne Clough". The signature is fluid and cursive, with the first name "G." and last name "Clough" clearly visible.

G. Wayne Clough
President, Georgia Institute of Technology



Welcome from the Dean

I welcome your interest in the Executive Master's program at Georgia Tech's business school. I am especially proud of our program—our students, first and foremost; our strong curriculum; our experienced and internationally renowned faculty; our active and vibrant alumni network; and Georgia Tech itself.

The College is blessed with a wealth of talented students, a flexible entrepreneurial culture, and a proven ability to work across disciplines to provide the most rigorous and relevant educational experience possible. The value of a master's degree from the College is unsurpassed, and a Georgia Tech degree opens the door to exciting opportunities throughout the world.

We value our relationships with alumni and the business community as much as we value our intellectual capital. Our presence in Atlanta's high-tech business corridor encourages partnerships with our neighboring technology ventures and Midtown Atlanta's vibrant and dynamic business community. Our goal is to equip students with the skills to make a social and economic difference in the lives of individuals, communities, and society.

As you weigh your choices for obtaining an executive master's degree, we ask you to consider the environment, resources, and focus Georgia Tech offers. You will discover that the College is uniquely positioned to give you the education and skills necessary to meet the leadership challenges of the new economy.

Terry C. Blum
Dean, College of Management
Tedd Munchak Chairholder



Enhancing Your Leadership Skills

The Executive Master's Program at Georgia Tech

Excellence in management education has long been a hallmark of Georgia Tech. The Executive Master's program will help you develop the skills you will need to effectively manage the changing technological environments in today's business world, and to develop the vision and ingenuity necessary to become a valued leader in your field.

Georgia Tech's position as a leading technological research university and its entrepreneurial success are far-reaching. Students gain valuable insight into entrepreneurship and the process of delivering innovative products to the marketplace.

Technology Square

Georgia Tech's new \$180-million, multi-building complex, Technology Square, places the College in the midst of Midtown Atlanta's vibrant and growing technology corridor.

Technology Square is about making connections—connecting entrepreneurs and innovators, corporate leaders and the promising minds of the future, and today's ideas with tomorrow's reality. The state-of-the-art complex encompasses education, economic development, research, and hospitality, forming a complex that is more than the sum of its parts. The Global Learning and Conference Center, the Advanced Technology Development Center, and the Economic Development Institute are just a few of the College's Technology Square neighbors.

The Georgia Tech Executive Master of Science in Management of Technology

The Executive Master of Science in Management of Technology (Executive Master's) program is designed specifically for technical and business professionals who are ready to transition into upper management and strategic leadership roles. The program provides you with proactive decision-making and team-building skills, as well as a rich global perspective.

The Executive Master's program, established in 1994, combines traditional MBA topics with themes such as:

- creativity and innovation,
- change management,
- strategic planning, and
- entrepreneurial leadership.

Accredited by the Association to Advance Collegiate Schools of Business International (AACSB), the program meets the same standards as any accredited executive MBA program. The Executive Master of Science in Management of Technology designation stems from the program's association with a world-renowned technical university and the inherent focus on technology this association provides.

While offering the same rigors associated with a traditional executive MBA experience, the primary purpose of the Executive Master's program is to prepare tomorrow's business leaders with the skills needed to manage in a highly technological environment.

Focus of the Program

Not only will you learn business fundamentals such as finance, accounting, human resources, operations, and marketing, you will also learn to manage technology innovation and implementation strategies.

The program will teach you to maximize the opportunities offered by the latest technology applications, including Internet marketing, wireless communication, and e-commerce. It will prepare you to be an accomplished business leader in your field with strengths in strategic planning and the management of innovation in technology.

You will learn to speak the language of business and gain the skills necessary to lead and thrive in today's technology-intensive environments.

The Benefits of a Georgia Tech Executive Master's Degree

The Executive Master's program allows you to broaden your perspective and sharpen your analytical and decision-making skills—without interrupting your career.

The program will provide you with the knowledge, skills, and abilities you need to become a more effective leader—one who can successfully manage rapidly changing technological business environments. At Georgia Tech, you will be exposed to the social, environmental, political, and international factors that shape the global marketplace, while you enhance your proficiency in leadership and change management.

The Executive Master of Science in Management of Technology is not an information technology degree. It is the business degree for the age of technology.

Primary advantages of the Executive Master's program:

- A close-knit community that promotes enriched student/faculty relationships
- Classmates with diverse educational and work experiences
- An atmosphere that fosters group cooperation and a true understanding of the business environment
- An innovative curriculum that keeps pace with the rapidly changing environment of technology management
- An extended network of professionals whose career paths vary widely—a lifelong resource as you advance in your career
- An international study residency designed to enhance your global perspective

Executive Master's students are not the only beneficiaries of the program. Many sponsoring organizations find that the Executive Master's is a win-win proposition because:

- the program allows high-potential employees to continue their education without interrupting their career or their contributions to the company;
- the company benefits immediately as student-employees begin to apply principles learned in the classroom to concrete problems and opportunities facing them on the job; and
- the organization gains talented, proven managers with a distinctive and increasingly valuable combination of technological and business expertise, management and leadership skills, and an understanding of the global issues of today's business world.

Any MBA program offers core business classes, but today's companies are looking for specialists. If you want a solid, respected career advantage, the Executive Master's program at Georgia Tech is the place to start.



Student Perspectives

Hector Baro • Class of 2004 • MBA, Universidad Autonoma de Chihuahua, Mexico, 1987 • B.S., Industrial and Electrical Engineering, Instituto Tecnológico de Cd. Juarez, Mexico, 1977 • Vice President, Worldwide Manufacturing, Scientific Atlanta Inc.

"It has been seventeen years since I completed my MBA. In an effort to remain informed about the latest technological and managerial trends, I decided to pursue an executive master's degree. I was also interested in holding a degree from a prestigious educational institution in the United States.

"There is no doubt that attending the Executive Master's program, raising a family, and working full time, including extensive traveling, is challenging. However, I have never doubted that I made the right decision in joining this program. In spite of the many challenges, I have enjoyed every minute of it."



Seong Eun Kim Lee • Class of 2005 • B.B.A., Decision Sciences, Georgia State University, 1995 • Project Executive, Georgia Power

"The Georgia Tech Executive Master's program is a great fit for me. I am acquiring knowledge in the technical areas of the business, which can help me further develop my career at Georgia Power. The

program is teaching me the fundamentals necessary to become a better leader. It is enhancing my ability to work well with many different types of individuals. Overall, I am becoming a more educated, confident, well-rounded individual.

"Having a strong support system is crucial when you are working full time and attending graduate school. I am very grateful to my family for their support as I pursue my goal of achieving the Executive Master's degree."



Kerry Lyon • Class of 2004 • B.S., Management/Computer Systems, Park University, 2002 • Air Force Reserve Staff Sergeant • Systems Specialist, BellSouth

Executive Master's student Kerry Lyon left Georgia Tech for a four-month tour of duty in Iraq last November, but that won't stop him from graduating with the rest of his class in December. An active duty marine from 1989 to 1998 and a veteran of the Gulf War, Lyon is now an air force reserve staff sergeant and serves as a paralegal for the Air Force MJP (Military Justice Non-Judicial Punishment).

Lyon says he chose the Executive Master's program because it was a good fit for him and because of Georgia Tech's willingness to be flexible with his situation.

"Everyone at Tech is so supportive. They bend over backward to make sure you succeed," he says. Lyon kept up with his classes, peers, and faculty through DVDs, private class intranet, and e-mail. He and his wife have two children, Taylor (above) and Sydney.

Class of 2005 Profile

Incoming class size **40**

Men **85%**

Women **15%**

Minority/International **48%**

Average age **35**

Years of Experience **12**

Average Salary **\$98,245**

Hold Advanced Degrees **13%**

Out-of-state Students **15%**



Program Schedule

A new class begins every spring and continues for the next nineteen months, ending in mid-December. Classes meet every other weekend, all day Friday and Saturday. The Executive Master's program also includes two one-week residencies, during which you will attend intensive classes for one full business week (Monday-Friday). You are not expected to stay on campus during these residencies; however, required classes and activities are scheduled from 8:00 a.m. to 5:00 p.m. and some evenings.

International Study Residency

The Executive Master's program concludes with a ten-day international residency, where emphasis is placed on the numerous facets of global strategic management. Through a mix of lectures, guest speakers, company visits, and cultural excursions, you will learn about the economic, political, social, and cultural aspects of the selected countries. Even if you are accustomed to doing business in an international setting, there is always something to be gained from examining how international companies approach business strategy.

The Curriculum

Students take the same sequence of classes throughout the program. Courses are organized around the following components:

- A core set of business fundamentals, including marketing, operations, finance and accounting, management, and organizational behavior
- Specialty courses in management of technology cover topics related to technology issues, such as managing innovation, technology strategies, and managing people in technology environments

Courses are designed and delivered within a set of clearly defined academic priorities: teamwork, capstone projects, speaker seminars, international perspectives, and entrepreneurship. These academic priorities are integrated into all courses and help provide a cohesive learning experience throughout the program.

College of Management

FIRST YEAR

Initial Residency

Frameworks for Managing Technology/Leadership Skills: MOT 6101

Focuses on developing leadership skills, teamwork, and strategic thinking in the analysis of business problems associated with the management of technology.

Summer Semester

Managing People in a Technical Environment: MOT 6109

Focuses on the management and leadership of people as well as human resources systems.

Economic Analysis for Managers: MOT 6102

Studies the economic concepts that describe and explain the environment in which firms operate.

Seminar in the Management of Technology: MOT 6114

Features executives from organizations that develop or use technology. Current practices, policies, and issues are discussed.

Fall Semester

Financial and Managerial Accounting: MOT 6103

Covers the basic concepts that underlie the use of accounting information. Material includes balance sheets, income statements, and alternative costing systems.

Analytical Tools for Decision Support: MOT 6105

Focuses on statistics and simulation modeling tools that are of use to decision makers in technology environments.

Organizational Transformation Methods: MOT 6111

Examines organizational change methods that can be used to effectively adapt, evolve, or transform organizational structures and processes.

Winter Residency

Creating and Pursuing New Technology Opportunities: MOT 6108

Focuses on the processes of idea creation, innovation, and new venture creation. Teams develop a new venture idea as a capstone experience.

SECOND YEAR

Spring Semester

Financial Management in an Environment of Technological Change: MOT 6104

Focuses on financial concepts and how they are used to maximize the value of the firm and influence the choice of alternative courses of action.

Technology Strategies in Information Systems, Manufacturing, and Service Processes: MOT 6107

Examines information systems and their impact in manufacturing and service operations.

Marketing in a Technology Environment: MOT 6112

Focuses on the marketing function, its relationship to other functions within the firm, and its strategic significance to high-tech organizations.

Management of Technology Project I: MOT 6120

Participants focus on the development of their ideas and marketing plan for their prospective technology-oriented venture.

Summer Semester

Technology and Transformational Work Processes: MOT 6110

Focuses on issues dealing with operations, supply chain activities, and decisions of the firm.

Management of Technology Project II: MOT 6121

Participants focus on their financial plans and analyses and continue work on their technology-oriented venture business plan.

Forecasting and Analysis of Emerging Technologies: MOT 6115

Examines technology forecasting methods and other tools used to identify, analyze, and take advantage of emerging technologies.

Fall Semester

Processes of Technological Innovation: MOT 6106

Addresses the processes involved in technological innovation, focusing on models, sources, flows, and the protection of innovation.

Strategy in Management of Technology: MOT 6116

Examines how technology-based firms develop and implement business, functional, and technology strategies.

Management of Technology Project III: MOT 6122

Participants complete and present their new venture business plans for evaluation by an external business panel.

International Residency

International Issues in the Management of Technology: MOT 6113

This capstone experience directly explores the impact of globalization on management of technology and organizations through an international study tour.

College of Management Faculty

The Executive Master's faculty is drawn from the distinguished scholars and educators at the College of Management. They are invited to participate in the program based not only on the strength of their teaching and research excellence, but also because of their accessibility and willingness to work with students. Many are consultants to national and international organizations, serving in roles that enable them to pragmatically assess the strengths and limitations of theory and research within the ever-changing realities of the business world.

Faculty Highlights

Sridhar Narasimhan, PhD
Professor • IT Management



Sridhar Narasimhan's research centers on corporate IT infrastructure design, and he is currently focused on electronic commerce applications.

He also has done research on managing IT outsourcing arrangements. His work has been published in *Management Science*, *ORSA Journal on Computing*, *IEEE Transactions on Communications*, *IIE Transactions*, *Decision Sciences*, *Computers and Operations Research*, *Computer Networks and ISDN Systems*, *Computer Communications*, *Annals of Operations Research*, and *Naval Research Logistics*, *Group Decision and Negotiation*, *Journal of Database Management*, and *Information and Management*.

He was recently appointed to the editorial review board of *IEEE Transactions on Engineering Management*, 2004, and is currently editing a special issue of *Information Technology & Management*, selected papers from the 2003 Conference on International

Systems and Technology, scheduled to appear in 2005.

Narasimhan obtained corporate funding from SAP and Hewlett-Packard to establish an enterprise systems lab at the College of Management and helped establish the CIO Forum at Georgia Tech. He developed the IT Practicum elective course for MBA students, enabling student teams to work on a semester-long project at organizations including BellSouth, InterContinental Hotels Group, Coca-Cola, Coca-Cola Enterprises, IBM, Southern Company, Matria HealthCare, Scientific Atlanta, Earthlink, and TechBridge. He holds a PhD from Ohio State University.

Deborah Turner, PhD
Associate Professor • Accounting
■ Honorary Accounting Organization



Associate Professor Deborah Turner is a certified public accountant in Georgia, who spent four years as an accountant with

PricewaterhouseCoopers (formerly Coopers & Lybrand) before joining the College in 1985. Her industry experience includes manufacturing, financial services, and retail.

Turner's research interests are in the areas of financial and managerial accounting, and federal taxation. She has twice received the American Woman's Society of Certified Public Accountants (AWSCPA) Literary Award for outstanding contributions to the accounting literature. In 2002, Turner was selected as the AWSCPA Educator of the Year. She was recently selected to receive the Class of 1940 W. Roane Beard Outstanding Teacher Award, the highest teaching award at Georgia Tech.

Her published work has appeared in *Accounting Horizons*, *Management Accounting*, *Business Advances in*

Taxation, *Journal of Applied Business Research*, and many others. She is affiliated with the American Institute of Certified Public Accountants, the American Accounting Association, the American Woman's Society of Certified Public Accountants, and the Financial Executives Institute. In addition, she has served as a consultant and executive educator to a number of firms, including BellSouth, Dell Computers, Georgia Power, Hewlett-Packard, Lockheed, Scientific-Atlanta, and Siemens.

David M. Herold, PhD
Professor • Organizational Behavior
■ Elizabeth R. and Gary T. Jones
Chairholder
■ Area Coordinator for Organizational Behavior



Professor David Herold is area coordinator of organizational behavior. He has published widely in the major psychology and management

journals, contributed to books, and presented numerous papers at professional meetings. He also has served as reviewer and editorial consultant for book publishers, journals, the National Science Foundation, and the National Institute for Mental Health. His research interests include: management of organizational change, corporate innovation, behavioral problems in implementing new technologies, performance feedback in organizations, group performance, and leadership.

Herold is an active management consultant, helping companies address a wide range of organizational and human resources issues, including: organizational planning and design, change management, management and executive development, attitude surveys, team building, and the implementation of new technologies.

College of Management Executive Master's Faculty

Accounting

Deborah H. Turner, associate professor;
PhD, Georgia State University; financial
reporting

Finance

Cheol Eun, Thomas R. Williams chairholder
and professor; PhD, New York
University; international investments
and capital market theory

Narayanan Jayaraman, professor; PhD,
University of Pittsburgh; corporate
finance, options markets, international
investments, corporate bankruptcy, and
entrepreneurship

Information Technology Management

Sabyasachi Mitra, professor; PhD,
University of Iowa; management
information systems and business
data communications

Sridhar Narasimhan, professor; PhD, Ohio
State University; information systems
design and distributed databases

Samit Soni, assistant professor; PhD,
University of Texas at Dallas; design
of telecommunications networks,
client server architecture, and data
management

Marketing

Goutam N. Challagalla, professor; PhD,
University of Texas at Austin; sales force
management and marketing strategy

Operations Management

Cheryl Gaimon, professor; PhD, Carnegie
Mellon University; management of
new technology, operations strategy,
knowledge management, and informa-
tion technology and worker systems

Soumen Ghosh, professor; PhD, Ohio
State University; quality management,
manufacturing strategy, and supply
chain management

Vinod Singhal, professor; PhD, University
of Rochester; justification of new tech-
nology and manufacturing strategy

Organizational Behavior

David M. Herold, Elizabeth R. and Gary
T. Jones chairholder and professor;
PhD, Yale University; executive develop-
ment and organizational design

Luis Martins, associate professor; PhD,
New York University; diversity in organi-
zations, work-family conflict, manageri-
al cognition, identity processes in
organizations, and new information
technologies

Dennis H. Nagao, director, Executive
Management of Technology and associ-
ate professor; PhD, University
of Illinois at Urbana-Champaign;
group performance and effectiveness
and behavioral aspects of information
technology

Charles K. Parsons, professor; PhD,
University of Illinois at Urbana
Champaign; human resource
methodology

Christina E. Shalley, professor; PhD,
University of Illinois at Urbana-
Champaign; creativity, bargaining and
negotiation, motivation, and human
resource management

Strategic Management/ Technology Transfer

Nathan Bennett, senior associate dean
and professor; PhD, Georgia Institute of
Technology; strategic human resource
management and entrepreneurship

Pat H. Dickson, assistant professor; PhD,
University of Alabama; entrepreneur-
ship and organizational behavior,
formation, structure and performance
of strategic alliances of entrepreneur-
oriented firms

John R. McIntyre, director, Center for
International Business Education and
Research (CIBER) and professor; PhD,
University of Georgia; international
technology transfer, international busi-
ness, comparative management, trade
regulation, export-import management,
international trade policy, international
business environment, and the multi-
national enterprise





Beyond the Classroom

Learning is not strictly a classroom activity at Georgia Tech. A strong speaker series is a vital part of the learning process. The caliber of our students and programs draws visionary corporate and government leaders who share their perspectives on the business issues that are uppermost in their minds.

IMPACT Speaker Series

For four years IMPACT has brought highly successful business leaders from a variety of industries to the Georgia Tech campus to share their experiences and give advice to students and other entrepreneurs on topics ranging from “Building a Venture Around Intellectual Capital” to “Successful Entrepreneurship in Large Organizations.”

The fall 2004 series line-up includes an encore presentation by Warren Buffett, CEO of Berkshire Hathaway; Arjan Overwater, chairman of Unilever Russia and Ukraine; Daniel Panoz, president and CEO of Panoz Auto Development; and other notable leaders.

Take your
career to the
next level
without
interrupting
your career
or your
livelihood.

Bill George



Presentation Recap:

Alumnus Bill George discusses innovation during IMPACT Speaker Series

“Georgia Tech is the place where I grew up and learned a lot about how to work with people and lead people,” author Bill George told students and faculty during the October 15, 2003 IMPACT Speaker Series presentation. George, BSIE 1964, former chairman and CEO of medical technology company Medtronic, and author of *Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value*, explained that he wrote the book as a way of helping to restore trust and respect in America’s system of business.

Focusing on innovation as the way to build companies, George recommends that leaders create working environments that tolerate innovators who are different. “Allow them to work on breakthrough ideas that may fail,” he said. “And when failure occurs, learn from it, then move on.” Calling himself a “proud Georgia Tech graduate,” George said, “I learned more in my four years at Georgia Tech, about people and relationships, than at any other point in my life.”

Entrepreneurship and New Venture Creation

Georgia Tech’s international reputation is built on the quality of its students, alumni, faculty, and research in a variety of technological and scientific fields. The Global Technology, Entrepreneurship, and Commercialization (Global TEC) and Georgia Tech Business Plan Competitions encourage technology entrepreneurship and create exposure to high-tech entrepreneurs and venture capitalists.

The annual competitions provide an outstanding opportunity for student and alumni groups to develop a business plan for a technological product or service and receive advice from industry experts and faculty.

This past year, six finalist teams competed for cash prizes worth \$18,000 and services worth \$57,000 in the fourth annual Georgia Tech Business Plan Competition, sponsored by AT&T. After a full day of competing, judges selected VirtualBLUE LLC as the Best Overall Business Plan. VirtualBLUE was awarded \$10,000 for their comprehensive plan.



Warren Buffett speaks to management students during his visit to campus.

VirtualBLUE Literally Up and Running

Smyrna-based VirtualBLUE LLC started, literally, by happenstance. The five principals of the company met in the College's Executive Master's program. They hardly knew one another until December 2002, when the entire class met for a week-long residency about entrepreneurship.

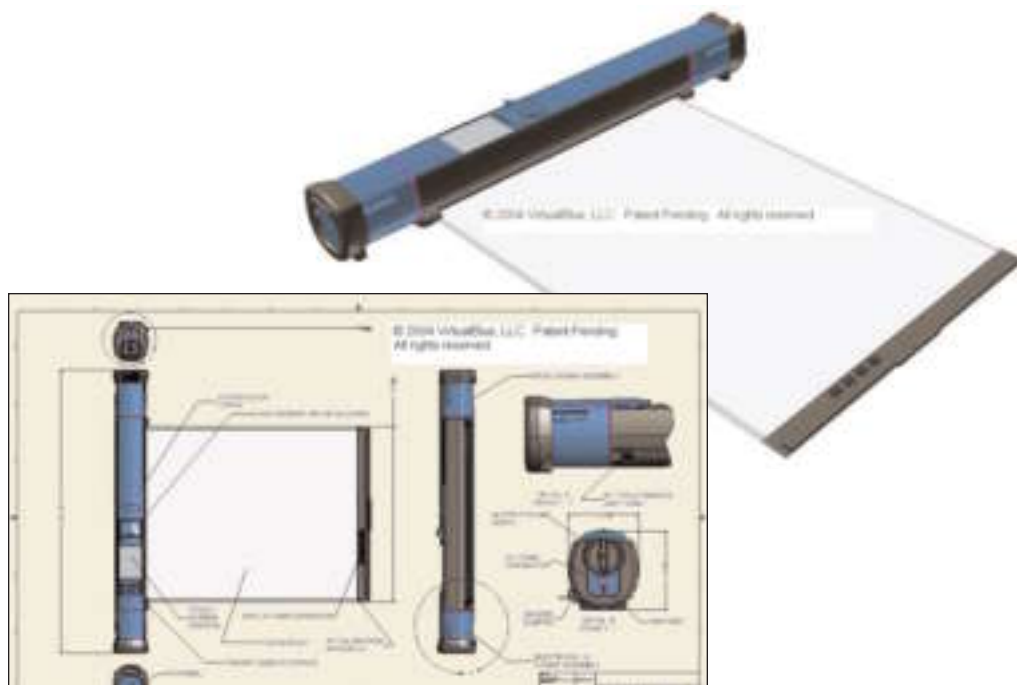
Phillip Funkhouser showed up for the residency with a passion and an idea to use flexible screen technology to create magazines and newspapers. Classmate Bill Moultrie heard Funkhouser's idea, and the light bulb went off. Involved in his family's architectural engineering construction management firm, he saw that flexible screen technology would be an ingenious solution to the stacks of paper blueprints created during any construction project.

"All of a sudden it just started to take on a life of its own," Moultrie recalls. "We thought about how it would change the marketplace, change industry, change how things get done. And from there, we formalized a team."

Funkhouser, Moultrie, Marcia Trajano, Juan Bonilla, and Majid Mohseni all graduated in December 2003, and today they're still working together to complete a prototype, obtain patents, sign up partners, and attract funding.

Of the five classmates, only Bonilla was expecting to come out of it with a business. "I really had an idea of starting a company. That was one of the reasons I came to the Executive program."

Bonilla and Funkhouser were focusing on the magazine/newspaper concept when Moultrie turned their attention to blueprints. "We were enthralled," says Trajano. "And we began to ask: 'What do we need to do to make this crazy idea something real?'" In all successful companies, says Mohseni, "there are three major factors: a good idea, a dedicated team, and experienced management. I think we capture all three in our venture."



Recent on-campus speakers:

- **Warren E. Buffett**, Chairman and CEO, Berkshire Hathaway
- **David W. Dorman**, IM 1975, Chairman and CEO, AT&T
- **Christopher Klaus**, Founder and CTO, Internet Security Systems
- **Alan Lacy**, IM 1975, Chairman, President, and CEO, Sears, Roebuck, and Company
- **Alfred P. West Jr.**, AE 1964, Chairman and CEO, SEI Investments
- **Ann Livermore**, President, HP Services
- **Kerry Clayton**, President and CEO, Assurant Inc.
- **The Honorable Roberto Abdenur**, Brazilian Ambassador to the United States



Alumni Perspective

Bill Moultrie • EMSMOT 2003 • B.A., History, Erskine College, 1991 • Executive Vice President, Human Resources, The Facility Group Inc. • Founding Member, VirtualBLUE LLC

"The Georgia Tech MBA program was the perfect fit for my current position and for my career goals. I liked being in class with other working profes-

sionals. It provided me the opportunity to network and to discuss different strategies and ideas that they had applied in their businesses.

The program gave me the confidence to be a little bit more outspoken about ways of running our business, in making human resources and financial decisions. I also gained knowledge in organizational change. In today's workforce, we experience constant change and disruption. It's great to have the ability to know what to expect and what to look for during implementations of new ideas or during a restructuring.

One of the things I obviously didn't expect to get out of the program was to start a new company, which we have done with VirtualBLUE LLC. This program has given us the opportunity to get this company off and running, and to be successful."



A Lifetime of Connections

Creating a Lifetime Network

Corporate Sponsors

Georgia Tech's corporate connections are vast. This is a partial list of organizations represented by students and alumni of the Executive Master's program.

ABB
ACT Inc.
Advisor Technology Services
AFLAC
Agilent Technologies
Allied Signal Inc.
Alston & Bird
Air Products and Chemicals Inc.
Alclaritas Inc.
Alltel
Alumax Aluminum Corporation
American President Lines
American Management Systems
Amerimex Communications
AMVESCAP Global Investment Services
AON Group Inc.
Applebee-Church Inc.
Applied Ceramics
Applied Materials Inc.
AT&T
Atlanta Public Schools
AV Elite Inc.
Aventure Technology International
Bandag Inc.
The Banker's Exchange
Bay Data Consultants
BellSouth Corporation
BF Goodrich Aerospace
Biolab Inc.
Bluestone Consulting Inc.
Boeing Corporation
Brown and Williamson Tobacco Corporation
Business Computer Applications
Business Technology Consultants
Byers Engineering
Cadillac Products
Carina Networks
Casablanca Design
Centers for Disease Control and Prevention
Cermex Inc.
Champion International
CharterBank
Chatham County Government
Choicepoint Inc.

CIBA Vision Ophthalmalics
Cingular Wireless
Club Car/Ingersol Rand
Cluett Peabody
The Coca-Cola Company
Columbia Chemicals Company
CommScope
Computer Associations International
Computer Sciences Corporation
Consultoria Colombiana, S.A.
Cox Communications Inc.
The Crest Group
Cross Media Marketing
Crown Castle International
C.R. Bard Inc.
Dade Behring
Dana Corporation
Datascape Inc.
Datazign Inc.
Defense Science and Technology Agency (Singapore)
Delta Air Lines
Delta Technologies
Department of Health & Human Services
Dimension Data
Doctors Hospital
Duracell
Dynetics Inc.
Eagleware
Earthlink
Eastman Kodak
Eaton/Cutler-Hammer
Eco-Tech Inc.
Edify Corporation
eMAG Solutions LLC
EMC Corporation
Emory University School of Medicine
Energizer
Entre Solutions
E.PIPHANY
Equifax
Eveready
Ernst & Young
The Facility Group
Factory Automated Systems Inc.

Federal Reserve Bank of Atlanta
Fidelity Investments
Ford Motor Company
Foresight Software
Foster Wheeler Environmental Corp.
Fuji Photo Film Inc.
GE Appliances
GE Consumer Finance
GE Power Systems
General Electric Information Services
General Mills Operations Inc.
General Motors
General Services Administration
Genrad Corporation
Georgia Department of Transportation
Georgia Institute of Technology
Georgia Medical Care Foundation
Georgia Pacific Corporation
Georgia Power Company
Georgia Tech Research Institute
Gexacirro LLC
Giben America
Global Payments Inc.
Goodrich Corporation
Griffin Holdings
GTE
Hardin Construction Group
Hewlett-Packard
Highland Technology Group
The Home Depot
IBM
Imaging Technologies
Inerwall Inc.
Inference Corporation
Infinium Software Inc.
Info Tech
Ingenix International
Intelligent Systems Corporation
Intel Corporation
Intermedia Communications
Internet Security Systems
Institute of Paper Science and Technology
INVESCO Inc.
Joven Technology LLC
J.M. Huber Corporation

Continued on next page

Corporate Sponsors (Continued)

Johns Manville	Radio Jones LLC
JP Morgan Chase	Rainbows Inc.
Kimberly-Clark	Raycom
King and Spalding	Regions Financial Corporation
Kintana	RHR International Company
KPMG Consulting	Rock-Tenn Corporation
LaFarge North America	Roper Corporation
Lanier Worldwide Inc.	Russell Corporation
Level Creek United Methodist Church	Saab Cars USA Inc.
Lockheed Martin	SAP America Inc.
Lotus Development Corporation	Savannah Dental Associates
Lucent Technologies	Schlumberger
Manugistics	Scientex L.C.
Marconi	Scientific-Atlanta
MCG Health	SecureWorks
McKesson/NGHS	Separation Dynamics International
McKinsey & Company	Serologicals
MDP Corporation	Shaw Industries
Mead Corporation	Shaw Science Partners Inc.
Medical College of Georgia	Siemens Energy & Automation
Mellow Mushroom Corporate	Silicon Graphics
MicroBilt Corporation	Smith Barney
Microsoft Corporation	South Carolina Commission for the Blind
Mingledorff's Inc.	Southern Company
Mitchell Training Inc.	Southern Cross Communications
Mitsubishi	Southern Regional Medical Center
Morgan Stanley	SouthTrust Bank
Motorola Inc.	Southwire Company
MSI Solutions	Spartan Cryogenics Inc.
Mudd LLC	Speer & Associates
Municipal Electric Authority of Georgia	Sprint
NCR Corporation	State of South Carolina
NDC eCommerce	State University of West Georgia
NDC Health Information Services	Sterling Software
National Data Corporation	SunGard Workflow Solutions
Nortel Networks	SunTrust Bank
Northern Telecom	SunTrust Services Corporation
Northrop Grumman	Taylor & Miree Construction Inc.
Northwest Airlines	Telcordia Technologies
NOVELL	Torrington Company
OHM Remediation	Total Life Care
Oki Telecom	TRANSNET Atlanta Inc.
O'Neal Inc.	Trinagy
Orbisphere Labs	Unilever
Orion CEM Inc.	Unisys
PanAm Sat	Uricoechea Calderon & Cia
Parker Hannifan Corporation	U.S. Cost Inc.
Per Se Technologies	U.S. Navy
Phoenix Controls	Voicecom Telecommunications
Photocircuits Corporation	WaveSoft Inc.
PPG	The Weather Channel
President Banking Company	Weyerhaeuser
PricewaterhouseCoopers	Williams-Russell and Johnson Inc.
Printpack Inc.	WOFM
Procter & Gamble	WorldCom
ProxyMed	ZF Industries
Quality Park Products	Z-Tel Communications
R&D Systems Inc.	ZEP Manufacturing



Strong Alumni Network

Georgia Tech enjoys an active and growing alumni association—one that you will be able to use to extend your social network, develop your career, or continue your professional education.

Through this alumni network, management students are able to tap into a wealth of knowledge and connections. Georgia Tech alumni can be found throughout the world on every continent.

Distinguished College of Management Alumni

This is only a sample of our alumni, who continue to maintain a tradition of excellence long after they leave campus.

Robert A. Anclien, IM 1969, MSM 1970
Retired Partner, Accenture
General Partner, Liberty Land Group LLC

Alfredo Arias, IE 1969, MSM 1971
Retired Executive, Cerveceria Nacional

Jerome A. Atkinson, IM 1971
Executive Vice President, General Counsel,
& CCO, Assurant Group

Steven R. Baldwin, IM 1971
Senior Partner, Deloitte & Touche, Atlanta

William L. Ball III, IM 1969
President, National Soft Drink Association
Former Secretary of the U.S. Navy

Marcus C. Bennett, IM 1959
Executive Vice President & CFO (Retired),
Lockheed Martin Corporation

Ed H. Bowman Jr., IM 1960
President & CEO, SOURCECORP

Charles W. Brady, IM 1957
Executive Chairman and CEO, AMVESCAP

Neil K. Braverman, IM 1960
Founder and Retired Co-chairman,
Safeskin Corporation

Edward J. Brown III, IM 1970
President, Global Corporate and Investment
Banking, Bank of America

J. Randall Carroll, IM 1968
President and COO, Bank of North Georgia

Donald L. Chapman, IM 1961
Chairman and CEO, Tug Investment
Corporation

Gary M. Clark, IM 1957
Retired President, Westinghouse Electric
Corporation

Joel H. Cowan, IM 1958
Chairman, Habersham & Cowan Inc.

John K. Dewberry, IM 1986
Founder, President, and CEO, Dewberry
Capital Corporation

David W. Dorman, IM 1975
Chairman and CEO, AT&T

Thomas A. Elliott Jr., IM 1968
President and CEO, Research Data Group Inc.

Joseph W. Evans
Chairman and CEO, Flag Financial Corporation

Tom A. Fanning, IM 1979, MSM 1980
Executive VP CFO, and Treasurer,
The Southern Company

Sam O. Franklin, IM 1965
Chairman, SunTrust Banks, Nashville

David C. Garrett Jr., MSM 1955
Retired Chairman and CEO, Delta Air Lines

David C. Garrett III, IM 1970
Chairman, Mallory & Evans

Jere W. Goldsmith IV, IM 1956
First Vice President, Investments
Merrill Lynch

J. William Goodhew III, IM 1961
Vice President, Intelligent Systems
Corporation

Terry Graham, IM 1969
Retired Executive VP and COO, Lockheed
Martin Aeronautics Corporation
Former COO, Rolls-Royce Allison

George C. "Jack" Guynn, MSM 1970
President and CEO, Federal Reserve Bank
of Atlanta

Allen S. Hardin, IM 1953
Retired Chairman, Hardin Construction
Company

Hubert L. Harris, IM 1965
CEO, INVESCO North America

Lawrence P. Huang, IM 1973
Partner, Sabel Partners LLC
Retired Co-founder, Ciena Corporation

W. Mansfield Jennings Jr., IM 1956
Chairman and CEO, Comsouth Corporation

T. Stephen Johnson, IM 1971
Chairman, T. Stephen Johnson & Associates
Founder, NetBank

Gary T. Jones, GMGT 1971
Retired Managing Director, Credit Suisse
First Boston (USA)

N. Richard Kalikow, IM 1964
Founder and Retired Chairman, Max Capital
Management
President, Manchester Real Estate

D. Kimbrough King, IM 1968
President & CEO, Kim King Associates Inc.

Alan J. Lacy, IM 1975
Chairman and CEO, Sears, Roebuck and Co.

A.J. Land, IM 1960
Chairman, Pope & Land Enterprises

Julian LeCraw, IM 1952
Retired Chairman, Julian LeCraw and
Company

George W. Levert, MSM 1974
Managing Director, Kinetic Ventures

James R. Lientz Jr., IM 1965
COO, State of Georgia
Retired President, Mid-South Banking
Group, Bank of America

John S. Markwalter Jr., IM 1981
President and CEO, Atlantic Trust Company

Robert Milton, IM 1982
President and CEO, Air Canada

William E. Moore, IM 1938
Founder and Chairman, Kelly-Moore Paint
Company

Michael A. Neal, IM 1975
President and CEO, GE Commercial Finance

Gregory J. Owens, IM 1982
Chairman, Manugistics

H. Lynn Page, IM 1961

Retired Vice Chairman and Co-founder,
Total System Services Inc.
Columbus Bank and Trust Company
Synovus Financial Corporation

Dennis M. Patterson, IM 1971

Executive Vice President, SunTrust Banks Inc.

Antonio Pere, MSM 1988

Executive Director, CONAM

James P. Poole, IM 1942

Retired President, Employer-Employee
Security Plans Inc.

Robert S. Prather Jr., IM 1967, MSM 1970

President & CEO, Bull Run Corporation
President & COO, Gray Communications

D. Raymond Riddle, IM 1955

Retired President, Wachovia Bank of Georgia

James D. Robinson, IM 1957

General Partner, RRE Investors LLC
Retired Chairman and CEO, American
Express

J. Michael Robison, MGT 1997

Founder, President, and CEO, Lanier Parking

Joseph W. Rogers Jr., IM 1968

Chairman, Waffle House

John T. Salley, MGT 1988

Three Time NBA World Champion (Detroit
Pistons 1989, 1990; Chicago Bulls 1996)
Entertainer—Sports, TV, Movie, and Music
Industries

Julian D. Saul, IM 1962

President, Shaw Industries Inc.

Ernest Scheller Jr., IM 1952

Chairman, Silberline Manufacturing
Company Inc.

Derek V. Smith, MSM 1979

President and CEO, ChoicePoint

John C. Staton Jr., IM 1960

Retired Partner, King and Spalding LLP

J. Leland Strange, IM 1965

Chairman, President, and CEO, Intelligent
Systems Corporation

R. Joe Taylor, IM 1956

President, Capital Planning Corporation

William J. Todd, IM 1971

President and CEO, Georgia Cancer Coalition
Former President, Georgia Research Alliance
Board, Total Technology Ventures
Former President and CEO, Encina
Technology Ventures

W. Ashley Verlander, IM 1939

Retired Chairman, American Heritage Life
Insurance

Deborah L. Wagnon, IM 1976

Partner, Entertainment Division, Hunter,
Maclean, Exley, & Dunn



Alumni Perspectives

Sara Smith, • EMSMOT 2002 • B.A., Music, Wilkes
College, 1985 • Senior Systems Engineer, The Home
Depot Inc.

“I liked the fact that 75 percent of the graduate professors had five-plus years of real-world experience. The curriculum is comprised of the best of both worlds—the academic theory balanced by the realities and constraints of the corporate environment.

“Exposure to different frameworks presented throughout the curriculum allowed me to evaluate and employ new approaches that I would not have had awareness [of] prior to coming to Georgia Tech. I think that an understanding and appreciation of technology’s capabilities and impact is increasingly important to managers today. While the Executive Master’s program covers the traditional functional business areas, much of the material focuses on how technology affects these and how to leverage it for maximum advantage.”



Cortez Crosby • EMSMOT 2002 • Group Vice President
of Network Planning and Engineering, SunTrust

“The Executive Master’s program offered the Management of Technology specialty that I needed in my technology-based profession. Additionally, Georgia Tech’s reputation for excellence is well known in the industry that I am in, as well as across the nation.

“This master’s program has given me a new lens through which I view many aspects of my day-to-day business. I have found in a number of cases that my approach was validated by what I learned in the program, and in other cases I have formulated new methodologies. The program has practical applications that I use regularly—it’s not based purely on academic theory.”

Technology Square

Investing in Your Future



Graduate school is an investment. Tuition costs for executive programs are generally much higher than for traditional graduate degree programs because they reflect the high quality and intensive nature of the program, as well as the support services that reduce the inconvenience for busy professionals who are returning to school.

When you invest money for the future, you need to consider the expected return on your investment.

The Executive Master's program compares favorably to other executive programs in Atlanta and across the country, providing top-quality instruction and exceptional opportunities at a competitive tuition. The Georgia Tech degree is not only professionally respected, but also financially prudent, because you continue your career while earning your degree.

Those most prepared to harness growing technologies are those who keep growing themselves.

Tuition and Fees

Tuition and fees for the Executive Master's program cover the following services:

- Enrollment at Georgia Tech
- Course work materials, including books, cases, articles, reviews, course-related software, and other materials as required by the program
- Student access to all Tech resources, including faculty, the library system, computer labs, business databases (e.g. Bloomberg), the Student Center, the Student Success Center, career planning, campus mail service, and the Campus Recreation Center (CRC)
- On-campus parking
- Food and refreshments during regular weekend classes
- Administrative assistance concerning Institute requirements, including enrollment, registration, graduation petitions, grade reports, parking registration, and class schedules
- Guest speaker events, symposia, and lectures

You may choose to make tuition payments by check, VISA, MasterCard, or American Express.

Financial Aid

Most Executive Master's students obtain the financial support of their employers. **Although this is encouraged, it is not a requirement for enrollment.** Applicants may be eligible for financial aid through the Federal Stafford Direct Loan Program. To apply, fill out the Free Application for Federal Student Aid (FAFSA) online at www.fafsa.ed.gov.

You will need Georgia Tech's federal financial aid code for the FAFSA: **#001569**.

For more information regarding other financial aid assistance or to request an application packet, contact the Georgia Tech Office of Student Financial Planning and Services at **404.894.4160** or www.finaid.gatech.edu.



Student Admissions Criteria

The Executive Master's Admissions Committee emphasizes the following components of an applicant's candidacy (minimum qualifications):

- Ability to complete the program course work successfully
- Professional potential, as indicated by letters of recommendation
- Organization's willingness to allow adequate time for the applicant to be successful
- Program's probability of enhancing the applicant's career

Each component of the application is considered within the context of an applicant's complete profile. The Admissions Committee also requires a personal interview to help strengthen the application.

How to Apply Online

The Executive Master's program represents a major commitment for you and your employer. Therefore, you should carefully determine whether you are right for the program and whether the program is right for you. Once you are familiar with the information in this booklet, we recommend that you attend an Executive Master's information session.

Information session schedules are listed at www.execmot.org, or you may call **404.385.2254** for further information.

The Application File

A completed application file includes the following items:

- Completed application form
- Recommendations from two individuals who know you professionally, including your immediate supervisor
- Completed employer sponsorship form, signed by the appropriate authority in your company (It is not mandatory to be financially sponsored, but every student must have a time-commitment sponsorship from the company.)
- Official transcripts from all previous colleges attended, sent directly from those schools to the Institute
- Transcripts in both English and native language—applies to international students who have studied in universities outside the United States
(Additionally, any program of study that led to a degree must include degree certificates in both English and the student's native language.)
- Results from the Test of English as a Foreign Language (TOEFL) sent directly to the program office—applies to applicants whose native language is not English and who have not attended a university in the United States
- **GMAT score—may be** required based on the review of the academic profile

Application Deadline

Please see the enclosed insert for the next application deadline.

We encourage you to submit your completed application early. Applications will be reviewed and accepted throughout the year. **Priority will be given to applications received prior to deadline, though applications submitted after that date will be accepted.**

We will not make any offers of admission without a complete application file. Please follow up with the program office periodically to assure that all your documents have been received.

You may contact us at:

Phone: **404.385.2254** or **800.815.7662**

Fax: **404.894.1464**

E-mail: motbro@mgt.gatech.edu

Web site: www.execmot.org

Reserving a Space in the Program

Upon acceptance into the program, the following three items are required to secure your slot:

- Tuition deposit of \$1,000, made payable to the Georgia Institute of Technology (This deposit will be credited toward your total tuition costs. The remaining tuition balance is due in five installments over the course of the program, payable before registration can be completed at the beginning of each semester.)
- Completed enrollment packet which you will receive with your letter of acceptance

Executive Master's Program

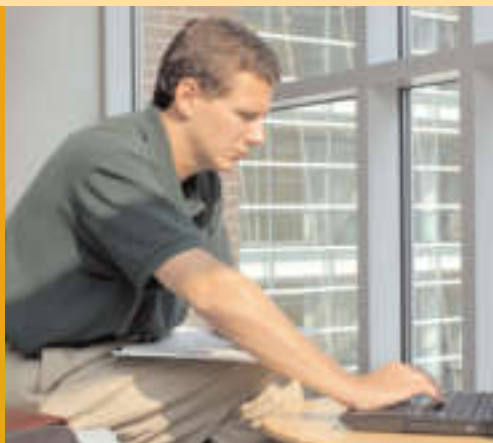
College of Management
Georgia Institute of Technology
800 West Peachtree Street, NW
Atlanta, GA 30308

Phone: **404.385.2254** or
800.815.7662

Fax: **404.894.1464**

Web site: www.execmot.org

E-mail: motbro@mgt.gatech.edu



**Executive Master of Science in
Management of Technology
Program Contact Information:**

College of Management
Georgia Institute of Technology
800 West Peachtree Street, NW
Atlanta, GA 30308

Phone: **404.385.2254** or **800.815.7662**

Fax: **404.894.1464**

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