

**GEORGIA TECH**

# **2006 MBA PROGRAM**



**ACHIEVE. LEAD. SUCCEED. | THE BUSINESS SCHOOL AT GEORGIA TECH**

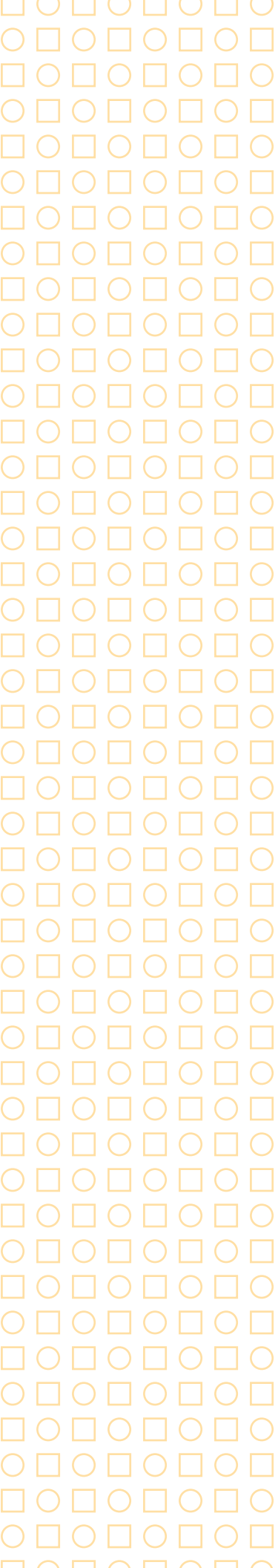


Institute  
Technology

**Tech**nology  
**Square**

**Georgia Tech**  College of Management





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## Welcome from the Dean

I welcome your interest in the MBA 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 value of an MBA from the College is unsurpassed, and the Georgia Tech degree opens the door to exciting opportunities throughout the world.

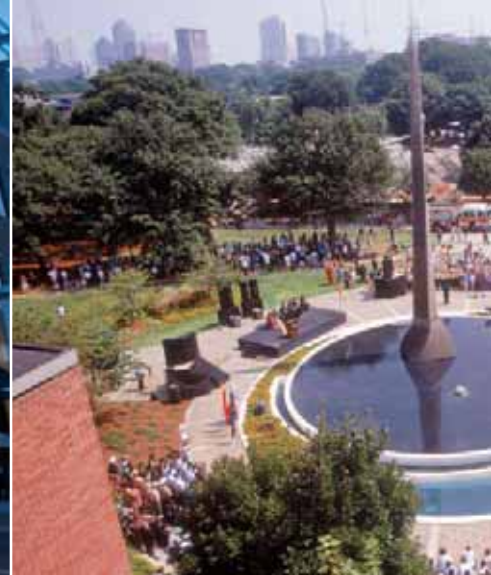
Our presence in Atlanta's high-tech business corridor encourages partnership with our neighboring technology ventures, and Midtown Atlanta's vibrant and dynamic business community. Our students are exposed to developing businesses on the leading edge of commerce and have access to the latest learning tools.

We value our relationships with alumni and the business community as much as we value our intellectual capital. Our goal is to prepare business leaders for changing technological environments. We strive to equip students with the skills to make a social and economic difference in the lives of individuals, communities, and society. As you make your decision about an MBA program, consider the environment, the resources, and the focus Georgia Tech offers.

A handwritten signature in black ink, reading "Terry C. Blum". The signature is fluid and cursive.

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





## Living in a Dynamic Business Environment

# Georgia Tech and the City of Atlanta

### Work and Play, Atlanta Style

The undisputed business and cultural center of the Southeast, Atlanta is the place to be for expanding high-tech and international career opportunities.

According to *Newsweek* magazine, the metropolitan Atlanta area is expected to lead the nation in job creation until 2025, netting 1.8 million new jobs. With more than 11,000 technology-related businesses, the area includes a strong base of software, Internet, biotechnology, and telecommunications companies.

Atlanta consistently ranks among the best American cities in which to live and work. The city, famous for tree-lined streets and beautiful gardens, has a pleasant climate permitting year-round outdoor activities. The moderate cost of living, which is below the national average, also contributes to Atlanta's appeal.

### Technology Square

Georgia Tech's new \$180-million, multi-building complex, Technology Square, places the business school 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. The Global Learning Center, Advanced Technology Development Center, and the Economic Development Institute are just a few of our neighbors.

The metro Atlanta area is brimming with exciting career and personal opportunities. As a global center of commerce, Atlanta is home to more than 1,600 international businesses. Twenty-nine Fortune 1,000 (thirteen Fortune 500) companies are headquartered in the area, including **BellSouth, CNN, The Coca-Cola Company, Delta Air Lines, Georgia Pacific, Holiday Inn Worldwide/Bass Resorts, The Home Depot, Radiant Systems, Scientific Atlanta, Turner Broadcasting System, and UPS.** The city also is home to the nation's second largest ISP, **EarthLink.**

Seventy-three countries maintain their Chambers of Commerce and foreign consulates in Atlanta.



## Recent Atlanta Rankings

- 1 “Picture Perfect Metros,” *Plants, Sites, and Parks* magazine
- 2 “Top Metros,” *Plants, Sites, and Parks* magazine
- 2 “America’s 50 Hottest Cities,” *Business Expansion Management* magazine
- 3 “Best Cities for Entrepreneurs,” *Entrepreneur* magazine
- 5 “Best Places for Business,” *Forbes* magazine
- 8 “Largest Life Sciences Community in U.S.,” Ernst & Young
- 9 “Nation’s Largest Metropolitan Area,” Metro Atlanta Chamber of Commerce
- 11 “Top 50 Entrepreneurial Cities,” *Entrepreneur* magazine
- 33 “Top U.S. Cities for Doing Business in America,” *Inc.* magazine

“As a TI:GER® fellow at Georgia Tech, I have been able to marry my past experience with current academic theories and apply the union to a real-world situation. The Technological Innovation: Generating Economic Results (TI:GER®) program is a one-of-a-kind approach that prepares students for the challenges of commercializing new technologies and delivering innovative products to the marketplace.

“I am teamed with a PhD candidate and two law students to work together to solve real technology commercialization and intellectual property protection issues. This research provides the technology basis for intellectual property, market identification and sizing, product design, valuation, and business planning activities. Through the TI:GER® program, I am developing an appreciation of how potential market application can influence research direction and priorities, and learning how to advance early-stage research into real business opportunities.”

**John Stallworth Jr.** • Class of 2006 • Internship: Marketing, IBM • BS, Computer Science, The University of Alabama at Birmingham, 2000 • BS, Biology, Morehouse College, 1997



# Learning to Lead: The MBA Program at Georgia Tech

**E**xcellence in management education has long been a hallmark of Georgia Tech. The MBA program will help you develop the skills you need to effectively manage changing technological environments and become a valued leader in your field. Here you will be exposed to the social, environmental, political, and international factors shaping the global marketplace.

Some primary advantages of the MBA program at Georgia Tech are:

- a close-knit community that promotes enriched student and faculty relationships;
- students with diverse educational and work experiences;
- small class sizes that foster group cooperation and a true understanding of the business environment;
- an innovative curriculum that keeps pace with the rapidly changing environment of technology management; and
- a wide range of educational, social, and professional opportunities in metropolitan Atlanta.

## The Georgia Tech MBA

The business school draws its distinction from its roots in a world renowned technical university and the inherent focus on technology this association provides. In preparing business leaders for changing technological environments, the MBA program at Georgia Tech focuses on the management of technology, entrepreneurship and innovation, and business in a global economy.



You will receive more technically oriented educational and career opportunities than most traditional MBA programs typically provide.

Georgia Tech's research activities and its entrepreneurial environment are far-reaching. Students gain valuable insight into commercial enterprise and the process of technology innovation and transfer to the marketplace.

The development of interpersonal skills through networking with classmates is as much a part of the MBA experience as the academic course work. Group projects are an integral component in many classes, and class sizes are small to encourage students and faculty to get to know one another. While much of your learning will take place inside the classroom, you will learn as much from your classmates in group settings outside the classroom.

Each incoming class is small, with approximately 65-75 new students per year. Students come from many different backgrounds and bring a variety of perspectives to the program. We believe a diverse student body enriches and supplements academic learning. More than 25 percent of our students are international and represent a wide variety of cultures and countries throughout the world.

You will have numerous opportunities to expand your educational experience through participation in speaker series, conferences, lectures, and presentations from top-level business leaders. Many of these events focus on technology entrepreneurship, leadership, and innovation in the marketplace.

### Earn your MBA through the Technology Leadership Program (Dual Degree)

In the Technology Leadership Program, you develop not only the skills you will need to effectively manage in technologically complex workplaces, but also the vision and ingenuity necessary to become a leader in your field. Many engineers find that a degree in business complements their technical and analytical background and prepares them for success as they have opportunities to advance in their career.

This program gives qualified graduate students the opportunity to earn an MBA while pursuing a degree in another Georgia Tech graduate program in almost the same amount of time it would take to obtain the MBA alone.

If you are interested in the Technology Leadership Program, contact the MBA Office at 404.894.8722 to determine the feasibility of this approach.

“We have a fundamental advantage that sets us apart from other business schools: we are part of one of the world's foremost technology universities.”

Terry C. Blum • Dean,  
College of Management

## Technology Leadership Program Perspective

“The fact that Georgia Tech has top-ranked MBA and Engineering programs differentiates the MBA program. The collaboration between the instructors helps ensure that the students get the best of both worlds, gaining a well-rounded education that beats to the pulse of the global economy.

“Being part of the Technology Leadership Program has enabled me to apply what I learn in the business school to real engineering problems and vice versa. It has been the perfect complement to my engineering background, education, and experience.”

**Tord Wilmot Dennis** • MBA 2005 • Product Marketing Manager, USG • MS, Mechanical Engineering, 2001 • BS, Mechanical Engineering, West Virginia University, 1990



## Program Requirements

The Georgia Tech MBA is a two-year program requiring full-time study. Admission is in the fall semester only. The curriculum is quantitative in nature. Before entering, you must have received a satisfactory grade in a college-level calculus course. Additionally, you should have a familiarity with probability concepts prior to beginning the program.

Applicants from all academic backgrounds are encouraged to apply.

### The MBA Curriculum

#### Orientation

One week before the start of classes, you will gather with fellow incoming students for orientation, which features group interaction, team building activities, and exercises to encourage creativity thinking.

#### The First Year

The first year of the MBA program emphasizes teamwork while providing a solid academic foundation through MBA core courses that stress the importance of global technology management.

#### The Second Year

During the second year, you will build upon first-year core courses and acquire specific areas of competency through the selection of elective courses related to your career goals. Electives may be taken in any combination of areas, and you may customize your own concentration based on your career interests and personal needs. The electives you select may be interdisciplinary rather than segmented along traditional department lines. For example, you may build a concentration area completely within the College of Management, or you may select graduate electives from any department at Tech.

Your classes may incorporate case analysis, group projects, presentations by students and corporate speakers, class discussion, lectures, computer simulations, or experiential learning.

#### MBA Program Profile (2004/2005)

Total number of students enrolled **167**  
Mean GMAT score **662**  
Mean undergraduate GPA **3.42**  
Men **75%**  
Women **25%**  
International **32%**  
U.S. minority **20%**  
Mean age at admission **27**  
Mean full-time work experience (years) **4**

#### Undergraduate Majors

Business Administration/Economics **29%**  
Engineering/Computer Science **51%**  
Humanities **5%**  
Physical Sciences/Mathematics **9%**  
Social Sciences **6%**

## MBA Program of Study

### First year

#### Fall semester

- Financial Management
- Leadership and Organizational Behavior
- Financial Accounting
- Managerial Accounting
- Analytical Tools for Management
- Information Technology Management

#### Spring semester

- Strategic Management
- Business Communications
- Managerial Economics
- Macroeconomic Environment of Business
- Marketing Management
- Operations Management
- Elective

### Second year

#### Fall semester

- Legal Environment of Business
- Business Ethics
- International Management Elective
- Electives (nine hours)

#### Spring semester

- Integrative Management Experience
- Electives (fifteen hours)

#### Concentration Areas:

- Accounting
- Finance
- Information Technology Management
- International Business
- Marketing
- Operations Management
- Organizational Behavior
- Strategic Management

#### MBA Certificates:

You may choose to earn a certificate as a complement to your area of concentration. Certificates may be combined with any concentration to provide a secondary set of knowledge.

We offer certificates in:

- Entrepreneurship
- International Business
- Management of Technology

## An Integrated Interdisciplinary Approach

Four interdisciplinary areas of focus are designed to enhance the curriculum and encourage student collaboration within the College and across campus, leveraging Georgia Tech's strengths in entrepreneurship and technology innovation. These interdisciplinary focus areas are woven into case studies, classroom discussions, lectures, team projects, and presentations as well as computer simulations and other experiential learning activities.

This approach moves Georgia Tech MBAs beyond a traditional business education and gives them the ability to think critically and perform in a highly technological, global business environment.

Interdisciplinary themes are studied within the context of global enterprise.

- Technology commercialization and entrepreneurship
- Leadership for change and innovation
- Financial analysis and performance
- Extended value chain

## Faculty

The College of Management has a distinguished faculty dedicated to providing an optimal learning environment. A diverse, nationally recognized team with strengths in both teaching and research, many of our faculty members are active consultants for international corporations. Students benefit tremendously from the experiences these faculty members bring to the classroom and the advice this group of specialists can provide in their areas of interest. Beyond instruction, the management faculty is a resource for corporate managers regarding continuing education, and many faculty members regularly teach in a variety of the College's executive development offerings.



MBA orientation



## International Educational Opportunities

Business today requires competencies such as global awareness, language skills, and cultural sensitivity. The opportunity to study or work abroad is an investment in your education and employability.

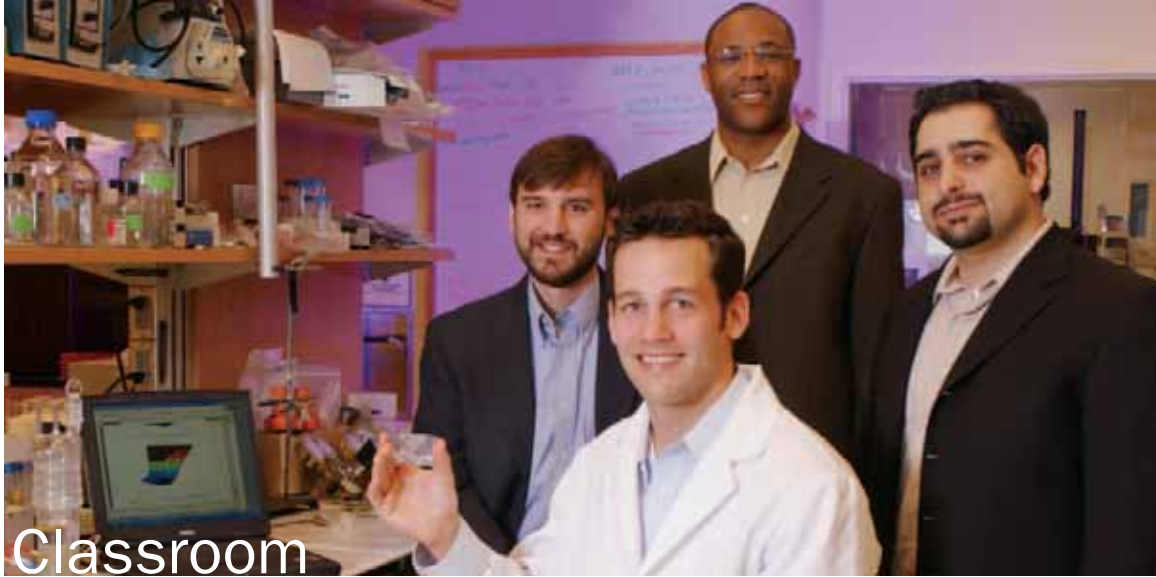
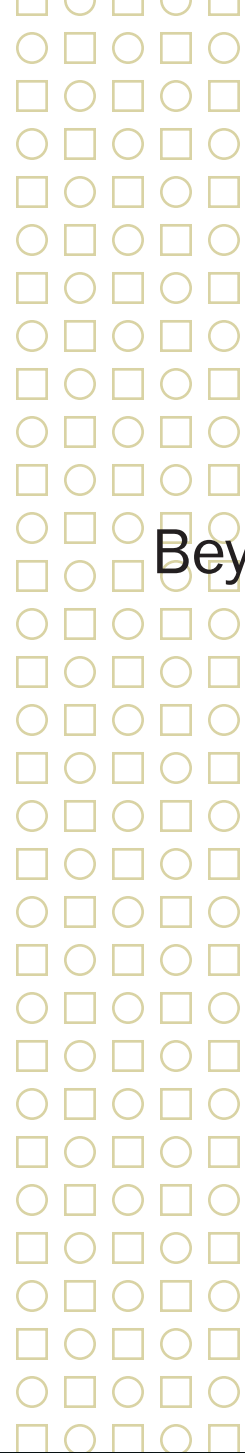
In conjunction with the Office of International Education, the Georgia Tech Center for International Business Education and Research (GT CIBER) coordinates partnerships with more than twenty overseas business schools to provide many opportunities for international study. Most of these universities offer instruction in English as well as in the local language. A complete list of partner universities can be found at <http://ciber.gatech.edu>.



Bernie Marcus, founder, The Home Depot

## Recent Guest Speakers at the College of Management

- **Garry Betty**  
President and CEO, EarthLink
- **Warren E. Buffett**  
Chairman and CEO, Berkshire Hathaway
- **Kerry Clayton**  
President and CEO, Assurant
- **Scott Donnelly**  
Senior Vice President, Corporate Research and Development, General Electric
- **David W. Dorman, IM 1975**  
Chairman and CEO, AT&T
- **Bill George, BSIE 1964**  
Former Chairman and CEO, Medtronic
- **Alan Lacy, IM 1975**  
Vice Chairman and CEO, Sears Holdings Corporation
- **Ann Livermore**  
President, HP Services
- **Bernie Marcus**  
Founder, The Home Depot
- **Arjan Overwater**  
Chairman, Unilever Russia and Ukraine
- **Jack Welch**  
Former Chairman and CEO, General Electric
- **Alfred P. West Jr., AE 1964**  
Chairman and CEO, SEI Investments



# Beyond the Classroom

## Financial Analysis Lab

Since 2002, the Financial Analysis Lab has published twenty-five financial reports and attracted more than 600 subscribers who download their independent stock market research studies from the Web. Often, the published reports are picked up by major financial publications, including *The Wall Street Journal*, *CFO* magazine, *Business Week*, and *Forbes*, which feature stories about them.

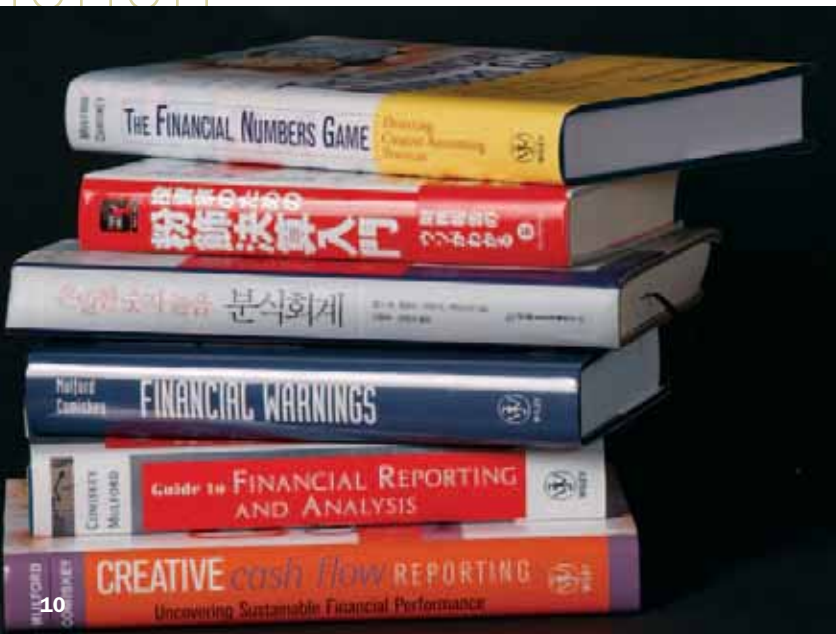
Subscribers include money management firms, such as Fidelity Investments and Morgan Stanley, hedge funds, commercial banks, and financial journalists. The Lab is staffed with two MBA graduate research assistants and an accounting PhD student. Students who work in the Lab benefit from the experience of researching and writing the reports, and they graduate with publication credits. Students not directly involved with the Lab also benefit because faculty incorporate the research into course work.

The National Science Foundation Integrative Graduate Education in Research Training initiative granted \$2.9 million to the one-of-a-kind educational partnership that brings PhD, MBA, and law students together to learn about technology transfer.

## TI:GER®

The Technological Innovation: Generating Economic Results (TI:GER®) program is a unique educational collaboration between Georgia Tech and Emory University that prepares students for the challenges of commercializing new technologies and delivering innovative products to the marketplace. TI:GER® combines classroom instruction, team-based activities, and internship opportunities into a total educational experience.

TI:GER® has won numerous honors for its leadership in teaching entrepreneurship. In 2005, TI:GER® received an award from the U.S. Association of Small Business and Entrepreneurship in the National Model Specialty Entrepreneurship Program category. Dr. Marie Thursby, founder and director of TI:GER®, received the Price Institute Innovative Entrepreneurship Educators Award during the 2004 Roundtable on Entrepreneurship Education for Engineers sponsored by Stanford University.



Director of the Financial Analysis Lab and Accounting Professor Charles Mulford co-wrote with Accounting Professor Eugene Comiskey several best-selling publications.



<http://mgt.gatech.edu>

## Perspectives



“As an aspiring financial expert, I believe the MBA curriculum has not only provided a solid foundation in accounting and finance, but has also provided a deeper understanding of the strategic and operational issues facing today’s managers and financial analysts.

“Working in Georgia Tech’s Financial Analysis Lab under the direction of accounting Professor Charles W. Mulford has been an unparalleled learning opportunity and immensely valuable for my career aspirations and job search. The financial analysis performed and reports produced by the lab have obtained significant publicity in the business community through *The Wall Street Journal* and *Forbes*, just to name two. Working with and learning from one of the country’s leading financial experts has definitely taken my education to a level above and beyond my expectations.”

**Amitkumar Patel** • MBA 2005 • BBA, Management Information Systems, University of Georgia, 1998  
• Senior Associate, Standard & Poor’s Corporate Value Consulting

“Through the MBA program, I have had an opportunity to develop a strong network of professional contacts and mentors who have been eager to offer valuable advice and guidance. In addition, I have had the chance to tap into the resources of one of the finest research institutions in the country.

“The prospect of working with the Advanced Technology Development Center (ATDC), a nationally recognized business incubator associated with Georgia Tech, was one of the reasons I chose this MBA program. ATDC is ground zero for technology start-ups in the area, and it has a strong relationship with the school. Working with ATDC afforded me the chance to learn from some of the most successful entrepreneurs in the Southeast, and the relationships I formed there have been instrumental in getting my new business off the ground.”

**David Beck** • MBA 2005 • BS, Marketing, Wake Forest University, 1992 • Founder, Crossing Point Technologies



Warren Buffet speaks to MBA students during his visit to campus in 2005.



## 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 technical and scientific fields. The Georgia Tech Business Plan Competition encourages technology entrepreneurship and creates exposure to high-tech entrepreneurs and venture capitalists.

The annual competition provides an outstanding opportunity for student and alumni groups to develop a business plan for a technical product or service and receive advice from industry experts and faculty. This past year, five finalist teams competed for cash prizes worth \$16,500 and services worth \$45,000 in the fifth annual Georgia Tech Business Plan Competition.

In the past five years, four companies were founded and two are currently generating revenue as a result of the Business Plan Competition. Two of the 2005 award winning teams are presently in Georgia Tech's VentureLab, a one-stop center that provides a clear pathway from laboratory innovation to commercial market.

Additionally, the College of Management was the 2005 Southeast Region host for the Venture Capital Investment Competition (VCIC). Since the competition is organized to eliminate any advantage by hosting schools, the Georgia Tech team competed against seven teams in the Western Regional in Boulder, Colorado.

## IMPACT Speaker Series

The weekly IMPACT series brings 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."

## IMPACT Presentation Recap:

### Jack Welch: Candor Is Key to Successful Management

One of the major problems in business today is the lack of candor in employee appraisals, warned former General Electric CEO and Chairman Jack Welch during his appearance in the College of Management's IMPACT Speaker Series.

"I'm a believer that the worst managers in the world characterize themselves as a 'kind manager,'" Welch said, adding that people who are too nice to honestly evaluate people shouldn't be in that role. "I believe to the tip of my toes that grading people shouldn't stop the day they leave school.

"The team with the best players wins," he said. "Your job is to build a great team."

Welch, who helped boost General Electric's market value from \$12 billion in 1981 to approximately \$280 billion in 2001 during his twenty-year tenure as CEO, structured his talk into a Q&A format, fielding queries from MBA student Stephen Selfridge as well as the audience members who completely filled LeCraw Auditorium.

During his talk, he advised students about to embark on careers not to worry about making mistakes for the first five years, but to learn from them. "The last thing you want to be is timid," he said. "Go for it!" Don't put on a false persona either, he cautioned. "If you're a nerd, go to a company with nerds," he said. Performance is the key, he emphasized. "If you over-perform, the world will come to you. Your job the day you show up is to make your boss look good."

When times get hectic, don't hold out your company's brochure on work/life balance to your boss and say, "Remember what I get?," he warned. "If you deliver for your boss, you'll earn flexibility," said Welch, who conceded he's "no model of work/life balance."



Spring 2005 IMPACT Speaker Jack Welch, former chairman and CEO, GE



## Student Perspectives

“I was looking for a school with a strong alumni network, located in a vibrant city, and with an international flavor and a personal approach. The business school at Georgia Tech has delivered that and more.

“In addition, I was drawn in by the friendliness of the staff and students when I visited Tech. As a Georgia Tech MBA student, you get personalized service and attention because of the smaller class sizes, yet you have access to all the resources of a top ten public university.”

**Benoit Cotnoir** • Class of 2006 • Internship: Sales and Distribution, Lafarge North America • BA, Economics, University of Notre Dame, 1999

“The external opportunities at Tech are wonderful. By having the campus located right in the middle of the city, you have opportunity to mingle with business professionals and experience city life that is not available at many of the top schools.

“I had a chance to work on industry projects with companies such as SunTrust Bank and Home Depot. The class projects gave me real-world experiences by being able to work with executives at two Fortune 500 companies. I was able to view problems from an operations and strategy perspective.”

**Mayoor Joshi** • Class of 2006 • Internship: Equity Research, SeaBridge Investment Advisors • BS Finance, Pennsylvania State University, 2000





# Planning Your Career

## Jones Career Center

The MBA Career Development Office is housed in the Jones Career Center, a state-of-the-art facility that has won rave reviews from the corporate recruiting community. It includes fourteen technology-rich interview rooms, all with Internet access and two with video conferencing modules.

Your career development begins with your application. As part of the admissions process, you will have the opportunity to interview with a Career Development professional to discuss the match between your career goals and the Georgia Tech MBA program. You also will have the opportunity to ask questions for better understanding of the career development process.

Career development activities center around two major objectives:

- helping you prepare, through personal development, for the interview process and the job market, and
- assisting you in finding opportunities for both a summer internship and permanent employment.

## Determining Your Career Path

Determining your career path is a process of continual discovery. The MBA Career Development Office offers a variety of methods to assist you in this process, including MBA career fairs and consortiums, seminars in career planning, job search strategies, resume writing, business etiquette, mock interviews, company and industry information sessions, and a variety of other events and resources to support you during your search for internships and permanent positions. The College has a strong partnership with The National Society of Hispanic MBAs and The National Black MBA Association.

Georgia Tech's MBA students are strong and successful competitors in the job market, recruited by firms representing many sectors of private industry for positions that offer opportunities for personal growth and career advancement. Firms and nonprofit organizations recruit interns and graduates for positions in accounting, finance, management, marketing, MIS/IT, and operations.

Recruiter interviews can be on or off campus. In addition, you are encouraged to use our partner office, Georgia Tech's Central Career Services Center, from which as many as 850 companies recruit annually.



## Class of 2005 Employment Profile

Mean starting base salary	<b>\$75,029</b>	Mean signing bonus	<b>\$9,425</b>
Employment within three months after graduation	<b>93%</b>	Graduates receiving an annual signing bonus	<b>48%</b>
Graduates receiving a signing bonus	<b>38%</b>	Annual bonus range	<b>\$3,600–\$29,000</b>
Signing bonus range	<b>\$1,000–\$20,000</b>	Mean annual bonus	<b>\$12,154</b>
		Mean 2004 internship monthly salary	<b>\$4,456 *</b>

Comparison of annual salary reported prior to entry into our MBA program with salary plus guaranteed annual bonus reported after graduation indicates our MBAs averaged a 57% increase in salary.

\*2005 internship salary data will not be available until September 2005.

COMPENSATION BY FUNCTIONAL AREA	PERCENT IN FUNCTION	MEAN ANNUAL SALARY	PERCENT WITH SIGNING BONUS	MEAN SIGNING BONUS	PERCENT WITH ANNUAL BONUS	MEAN ANNUAL BONUS
Consulting	21.2%	\$ 78,154	14.3%	\$ 10,000	42.9%	\$ 12,167
Finance Accounting	25.8%	\$ 64,318	23.5%	\$ 4,875	17.6%	\$ 14,167
Operations/Production	18.2%	\$ 69,833	33.3%	\$ 9,750	41.7%	\$ 7,450
General Management	0%	–	–	–	–	\$ –
Marketing/Sales	18.2%	\$ 84,400	58.3%	\$ 11,071	58.3%	\$ 17,657
MIS/IT	6.1%	\$ 76,750	50.0%	\$ 11,250	50.0%	\$ 5,000
Human Resources	3.0%	\$ 85,000	50.0%	\$ 10,000	–	\$ –
Other	7.6%	\$ 78,375	–	–	40.0%	\$ 8,750

## Recruiting companies 2004-2005

A sampling of companies that have recruited our MBAs on and off campus:

- Accenture
- Adjoined Consulting
- Amdocs
- Amgen
- Anheuser-Busch
- Assurant
- Bank of America
- BearingPoint Consulting
- BellSouth Corporation
- BlueLinx
- Deloitte & Touche
- Deloitte Consulting
- Delta Air Lines
- EarthLink
- Entergy Corporation
- Ernst & Young LLP
- Federal Express
- Frazier & Deeter
- GE Energy
- Grant Thornton LLP
- Honeywell
- IBM
- Kauffman Fellows Program
- Kimberly-Clark
- Lafarge
- M & H Valve
- McKesson Corporation
- Microsoft Corporation
- PA Consulting Group
- PricewaterhouseCoopers
- RaceTrac Petroleum
- Russell Corporation
- Sanders Financial Management
- Siemens
- Standard & Poor's
- Subsidiary Health Advisors, LLC
- Surgical Information Systems
- Tarpley & Underwood, P.C.
- The Home Depot
- Turner Broadcasting

# Student Career Perspectives

“My experience so far has been a very positive one. I am gaining a broad education in all areas of business, including finance, accounting, operations, and marketing. The curriculum has been challenging and has required a lot of hard work. There also has been a lot of opportunity for socialization and creating strong relationships with my classmates.

“The faculty has been very accommodating not only with my studies, but also in networking and finding job opportunities. We have the opportunity to listen to and learn from some of the most successful business people in the country, including Warren Buffet and Jack Welch. The alumni network also has been extremely helpful.”

**Christie Senulis** • Class of 2006 • Internship: Human Resources, EarthLink • BA, Psychology, State University of New York, 2000



“Throughout my first year at Georgia Tech I have been highly impressed with the amount of attention that each student receives when looking for career advice. Given the class size, each student has numerous opportunities to meet with the career staff to discuss career opportunities.

“I have also been impressed with the high caliber of companies that come to the College of Management to recruit. During the recruiting process, each career field was strongly represented, resulting in numerous opportunities for all students to find a company and position matching their career objectives.

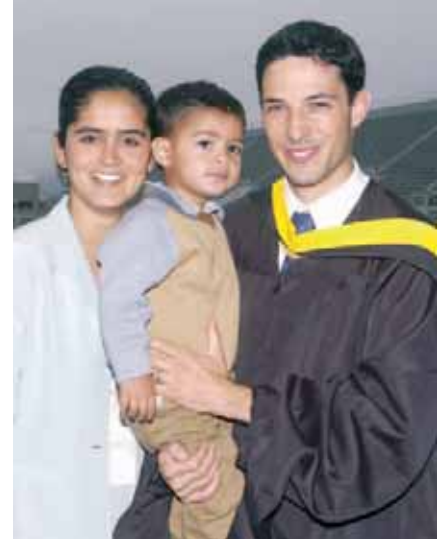
“Georgia Tech provided me with the knowledge and tools which are necessary to successfully complete a corporate rotational program at The Home Depot. At the same time, I was able to gain access to the recruiting unit at The Home Depot via career services.”

**Adam Berry** • Class of 2006 • Internship: Future Leader Program, Credit Services Group, Business Development, The Home Depot • BA, Communications, Boston College, 1999

## The Georgia Tech Family

Our growing family of 100,000 Georgia Tech alumni continues to build lasting relationships with one another and the school long after they leave campus.

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



### Distinguished College of Management Alumni

our alumni who continue to maintain a tradition of excellence long after they leave campus:

- |  |  |   |
|--|--|---|
| Robert A. Anclien, IM 1969, MSM 1970<br>Retired Partner, Accenture<br>General Partner, Liberty Land Group LLC  | Gary M. Clark, IM 1957<br>Retired President, Westinghouse<br>Electric Corporation                        | Jere W. Goldsmith IV, IM 1956<br>First Vice President of Investments,<br>Merrill Lynch  |
| Jerome A. Atkinson, IM 1971<br>Executive Vice President & CCO, Assurant  | E. Thomas Coopat, IM 1966<br>Retired President and CEO,<br>Avon, Japan                                   | Terry Graham, IM 1969<br>Retired Executive Vice President & COO,<br>Lockheed Martin Aeronautics<br>Corporation<br>Former COO, Rolls-Royce Allison |
| Steven R. Baldwin, IM 1971<br>Senior Partner, Deloitte & Touche, Atlanta                                       | Joel H. Cowan, IM 1958<br>Chairman, Habersham & Cowan  | George C. "Jack" Guynn, MSM 1970<br>President & CEO, Federal Reserve of Atlanta   |
| Marcus C. Bennett, IM 1959<br>Retired Executive Vice President & CEO,<br>Lockheed Martin Corporation           | Steven A. Denning, IM 1970<br>Chairman, General Atlantic Partners  | Allen S. Hardin, IM 1953<br>Retired Chairman, Hardin<br>Construction Company  |
| Ed H. Bowman Jr., IM 1960<br>President & CEO, SOURCECORP   | John K. Dewberry, IM 1986<br>Founder, President, & CEO, Dewberry<br>Capital Corporation                  | Hubert L. Harris, IM 1965<br>CEO, INVESCO North America   |
| Charles W. Brady, IM 1957<br>Chairman, AMVESCAP  | David W. Dorman, IM 1975<br>Chairman & CEO, AT&T   | Lawrence P. Huang, IM 1973<br>Partner, Sabel Partners LLC<br>Retired Co-founder, Ciena Corporation  |
| Neil K. Braverman, IM 1960<br>Founder & Retired Co-chairman,<br>Safeskin Corporation                           | Thomas A. Elliott Jr., IM 1968<br>President & CEO, Research Data Group                                   | John P. Imlay Jr., IM 1959<br>Chairman, Imlay Investments   |
| Edward J. Brown III, IM 1970<br>Retired President, Global Corporate and<br>Investment Banking, Bank of America | Joseph W. Evans<br>Chairman & CEO, Flag Financial Corporation  | W. Mansfield Jennings Jr., IM 1956<br>Chairman & CEO, Comsouth Corporation  |
| J. Randall Carroll, IM 1968<br>President & COO, Bank of North Georgia  | Tom A. Fanning, IM 1979, MSM 1980<br>Executive Vice President, CFO, & Treasurer,<br>The Southern Company | Charles F. Jerabek, IM 1967<br>President & CEO, Osram Sylvania  |
| Donald L. Chapman, IM 1961<br>Chairman & CEO, Tug<br>Investment Corporation                                    | Richard J. Fox, IM 1950<br>Chairman, The Fox Companies   | T. Stephen Johnson, IM 1971<br>Chairman, T. Stephen Johnson &<br>Associates Founder, NetBank  |
|  | Sam O. Franklin III, IM 1965<br>Retired Chairman, SunTrust Banks, Nashville                              |   |
|  | David C. Garrett Jr., MSM 1955<br>Retired Chairman & CEO, Delta Airlines                                 |   |

David R. Jones, IM 1959  
Retired Chairman, President, & CEO,  
AGL Resources

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

Alan J. Lacy, IM 1975  
Vice Chairman & CEO, Sears  
Holdings Corporation

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

R. Kirk Landon, IM 1950  
Retired CEO, American Bankers Insurance  
Group (now Assurant Solutions)

William F. Law Jr., IM 1958  
Chairman, Collier Cauble & Company

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

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 & CEO, Atlantic Trust Company

Toney E. Means, IM 1982  
Chairman, Imiren Pharmaceuticals

Robert Milton, IM 1982  
President & CEO, Air Canada

William E. Moore, IM 1938 \*  
Founder & Chairman, Kelly-Moore  
Paint Company

Bryan T. Moss, IM 1962  
President, Gulfstream  
Aerospace Corporation

Michael A. Neal, IM 1975  
Vice Chairman, General Electric Company

John W. Nepute, IM 1974  
President, Monaco Coach Corporation

Gregory J. Owens, IM 1982  
Retired Chairman & CEO, Manugistics

H. Lynn Page, IM 1961  
Retired Vice Chairman & Co-founder,  
Total System Services, Columbus Bank  
and Trust Company, Synovus  
Financial Corporation

Dennis M. Patterson, IM 1971  
Executive Vice President, SunTrust Banks

James P. Poole, IM 1942  
Retired President, Employer-Employee,  
Security Plans

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 & CEO, American Express

J. Michael Robison, MGT 1997  
Founder, President, & 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, Movies,  
and Music Industries

Julian D. Saul, IM 1962  
President, Shaw Industries

Ernest Scheller Jr., IM 1952,  
Chairman, Silberline  
Manufacturing Company

John C. Staton Jr., IM 1960  
Retired Partner, King and Spalding LLP

J. Leland Strange, IM 1965  
Chairman, President, & CEO, Intelligent  
Systems Corporation

R. Joe Taylor, IM 1956  
President, Capital Planning Corporation

William J. Todd, IM 1971  
President & CEO, Georgia Cancer Coalition

William B. Turner, IM 1943  
Chairman, Executive Committee,  
W.C. Bradley Company

W. Ashley Verlander, IM 1939  
Retired Chairman, American Heritage  
Life Insurance

Deborah L. Wagnon, IM 1976  
Partner, Entertainment Division,  
Hunter, Maclean, Exley & Dunn

John R. Wells, IM 1984  
President and CEO,  
Interface Americas

Stephen P. Zelnak, IM 1969  
Chairman, CEO, & President,  
Martin Marietta Materials

\* = Deceased





## Georgia Tech Alumni Leadership and Generosity

Georgia Tech alumnus Bill George, former chairman and CEO, Medtronic, shares his insights with an MBA student.

### A Competitive Edge

Four teams of Georgia Tech MBA students competed for \$3,000 in the Second Annual Kalikow Real Estate Competition, sponsored by Management alumnus Richard Kalikow, IM 1964, president of Manchester Real Estate in New York. Teams presented their plans to a panel of judges, comprised of industry experts, for the best strategy for 191 Peachtree Tower, one of the Southeast's premier office buildings, to fill a 530,905-square-foot vacant space. Approximately 50 percent of the tower is vacant.

"The competition provided us with the opportunity to work on a real-world problem facing the real estate market in not only Atlanta, but downtown areas around the country. The vacancy problem of 191 Peachtree was especially challenging as there is no easy, perfectly correct answer," says Paul Norton, a class of 2006 MBA student. "Tackling an issue like that really pushes the limits of your creativity and knowledge, creating an excellent learning opportunity."

Kalikow currently serves on the College of Management Advisory Board.

### Investing in the Future

Alumnus Bill George invests in the future by returning to Georgia Tech to share his wealth of knowledge with current students and faculty members. During his IMPACT Speaker Series presentation, he extolled the benefits of innovation and his experience at Georgia Tech.

"Georgia Tech is the place where I grew up and learned a lot about how to work with people and lead people," he told IMPACT attendees. Calling himself a "proud Georgia Tech graduate," George told the crowd, "I learned more in my four years at Georgia Tech about people and relationships than at any other point in my life."

George, BSIE 1964, is the former chairman and CEO of the medical technology company Medtronic, and is the author of *Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value*. He explained to IMPACT participants that he wrote the book as a way of helping to restore trust in and respect for America's business system.

Praising innovation as the way to build companies, he recommended that leaders create working environments that encourage innovators. "Allow them to work on breakthrough ideas that may fail," he told attendees, "and when failure occurs, learn from it, then move on."

# Alumni Perspectives

“Georgia Tech’s MBA program’s reputation for academic excellence and the program’s small class size were the two factors that appealed to me most. I wanted an MBA program that would challenge me academically, as well as provide an environment where I could have some flexibility and shape the program to meet my specific career goals. The professors were always accessible and very helpful, and that made a world of difference!”

“The Jones Career Development Center was extremely helpful throughout my time in the MBA program. The office was especially helpful during my second year, when I had to weigh multiple employment offers. They provided me with the necessary resources to help me make a confident decision regarding my long-term career interests.”

**Edward Baiden** • MBA 2005 • BBA, Business Administration, Georgia State University, 2000 • Marketing Specialist, DuPont Consulting Solutions



“Georgia Tech was my first choice for an MBA based on the fact that no other school could offer me such a high-tech driven program. Georgia Tech’s excellence in information technology and operations management, together with an MBA certificate in management of technology, were key factors in my decision. To my surprise, the well-rounded program exceeded my expectations in all other areas.”

“As an international student, Georgia Tech’s MBA program has enhanced my professional career by expanding my knowledge of and expertise in a business environment from both a U.S. and a global perspective. Globalization and technology are two basic elements in today’s business world. Georgia Tech addresses these issues and more.”

**Raul Quiroz** • MBA 2004 • BS, Electrical Engineering, Universidad Simon Bolivar, 1998 • Senior Associate, Data Management Group, PricewaterhouseCoopers

“The team-based environment at Georgia Tech’s MBA program has been invaluable to my success in my current position. Nearly every assignment and learning experience in the MBA program required working closely with a highly diverse group of classmates. Now in my professional career, I have been able to easily make the transition and succeed in my working environment, which is entirely team-based.”

“Georgia Tech’s MBA program is a highly reputable program located in Atlanta— a city that offers a growing employer base and opportunities in multiple industries on top of all of its advantages as a metropolis that still allows for comfortable and convenient living.”

**Katie Collini** • MBA 2003 • BS, Public Health, University of North Carolina, Chapel Hill, 1997 • Client Service Auditor, Assurance and Advisory Services for Ernst & Young LLP



# Expanding Your Horizons

In the midst of the vibrant Midtown Atlanta community, the Georgia Tech campus maintains a time-honored academic atmosphere reflected in the spacious campus and architectural blend of traditional and contemporary building designs.

Tech also offers students an engaging array of activities outside the classroom. There are many on-campus organizations and opportunities that allow students to pursue recreation, social activities, and special interests in their spare time.

## Clubs and Organizations

Each MBA student is a member of the Graduate Students in Management (GSM) organization, which fosters student involvement and interaction. In addition to social activities, GSM arranges networking events with alumni, organizes intramural sporting teams, promotes a guest speaker series, and works closely with the faculty and administration to enhance the program and facilities.

Other MBA student clubs are dedicated to expanding knowledge of the different functions and careers within each field of business. Each club works to enhance the interaction among students, faculty, and the business community. These goals are accomplished through on-site company tours, speakers, simulations, conferences, and resume books. As their interests dictate, MBA students may wish to participate in the following clubs:

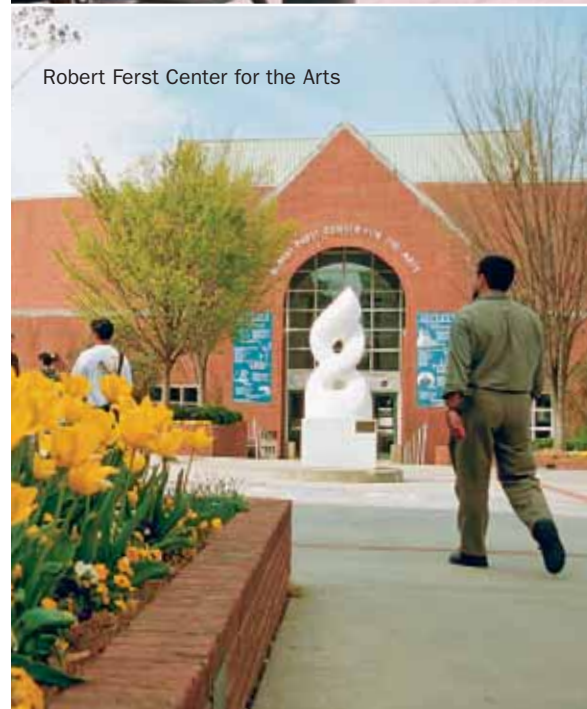
- Entrepreneur Club
- Financial Management Association
- Honorary Accounting Organization
- Information Technology Society
- International Business Club
- Management Consulting Club
- Marketing Club
- Operations Management Society
- Women in Business



Fox Theatre



MBA's Go Gourmet



Robert Ferst Center for the Arts

In addition, MBA students have a strong voice in the future of Georgia Tech's business school and the MBA program through their participation in the Continuous Improvement Committee, the MBA Committee, and the Faculty Liaison Committee. Student input is highly valued, and student recommendations are implemented on a regular basis.

## MBA Go Gourmet

MBA students, faculty, and staff take advantage of Atlanta's spring weather to sample dishes from around the world at the annual MBAs Go Gourmet.

## Community Service

Many MBA students are actively involved in community service events, finding that their participation in volunteer activities enriches them as well as the groups or individuals they assist. There is a wide variety of community volunteer projects available through the MBA clubs.

Past events included a blood drive, tsunami relief, and a cell phone drive for domestic violence shelters.

## Second Annual Holiday Clothing Drive

The MBA Marketing Club coordinated the second Annual Holiday Clothing Drive to collect "well-loved but not destroyed" clothes and blankets. With the help of Marketing Club volunteers and the Graduate Office, the College of Management donated twenty-five large bags to an organization in their own backyard, the Salvation Army.

## Student Services

Organizations for photographers, international students, pilots, hikers, artists, runners, and people with many other interests fill the leisure time of both graduate and undergraduate students across campus. Nationally known performers hold concerts and other artistic events at Georgia Tech's Robert Ferst Center for the Arts, which houses two art galleries.

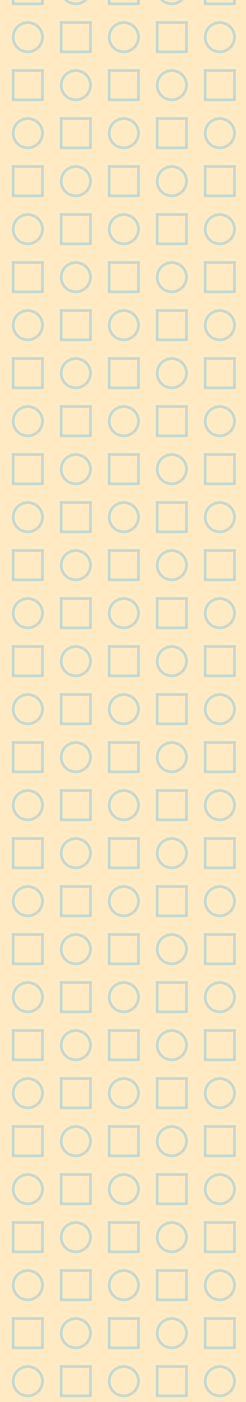
## A Vibrant City

Atlanta's cultural arts scene, much of which is close to Georgia Tech, is strong and growing. Concerts, original theatrical productions, and traditional performing art forms such as ballet and opera are flourishing. Atlanta is the only American city with all of its major sports facilities centered downtown. The Atlanta Braves, Falcons, Hawks, and Thrashers play in three world-class facilities within two miles of each other.

Atlanta has recently hosted major sporting events such as the World Series, the NBA All-Star Game, the NCAA Men's Final Four, the NCAA Women's Final Four, the Peach Bowl, the PGA Championship, and the Super Bowl, and Atlanta hosted the 1996 Summer Olympic Games.



Georgia Tech MBAs volunteer for Habitat for Humanity





## Investing in Your Future

### MBA Admissions and Application Information

The information you include in your application assists the MBA Admissions Committee in evaluating your potential for success in graduate studies and as a business leader. Make sure that your application provides us with a strong picture of you and of your qualifications for admission to the MBA program.

Admission is a competitive process, and we carefully review all facets of your application. We welcome applicants with accredited undergraduate degrees from all academic backgrounds. Our goal is to provide an enriching academic environment; we look for individuals who are likely to both benefit from and enhance a diverse and interesting class.

Factors considered in determining your eligibility for the MBA program include your prior academic record, letters of recommendation, performance on your Graduate Management Admission Test (GMAT), your full-time work experience, and responses to the essay questions, as well as your interview with members of the Admissions Team.

International applicants may also be required to submit a valid TOEFL score and financial documents necessary for VISA processing.

The MBA application is online at  
<http://mgt.gatech.edu/mba/admissions>.

### MBA Recruiting Events

#### September 15

Atlanta, MBA Information Session

#### September 28

Atlanta, The MBA Group

#### September 29

Technology Square, MBA Information Session

#### October 2

Atlanta, World MBA

#### October 5

Charlotte, NC, Inside the MBA

#### October 6

Raleigh, NC, Inside the MBA

#### October 27

Technology Square, MBA Information Session

#### November 7

Atlanta, MBA Information Session

#### November 10

Georgia Tech Student Center,  
Tech Leadership Information Session

#### December 1

Atlanta, MBA Information Session

#### December 8

Miami, FL, Inside the MBA

#### February 4

Technology Square, MBA Open House

Visit <http://mgt.gatech.edu/mba> for more information and registration. Check our Web site frequently for updated information.



## Campus Visits and Interviews

We invite all MBA candidates to visit the Georgia Tech campus. While you are here, you may attend an MBA class, tour the campus, and talk to MBA students and faculty to get an idea of what it's like to be an MBA student at Tech.

The best time to schedule a campus visit is when classes are in session, September through April. Limited visits (meeting with an admissions representative and a building tour) may be scheduled for December and the summer.

Interviews are scheduled upon request May through December, and by invitation only January through April.

If you'd like to visit Georgia Tech or schedule an interview, call us at **404.894.8722** or e-mail us at **[campus.visit@mgt.gatech.edu](mailto:campus.visit@mgt.gatech.edu)**.



## Estimated Expenses

The following estimates are applicable for the 2005-2006 academic year:

<b>In-state</b>		<b>Out-of-state and international</b>	
Tuition and fees	<b>\$6,960</b>	Tuition and fees	<b>\$24,814</b>
Living expenses	<b>\$11,388</b>	Living expenses	<b>\$11,388</b>
Books and supplies	<b>\$1,058</b>	Books and supplies	<b>\$1,058</b>
Total for academic year	<b>\$19,406</b>	Total for academic year	<b>\$37,260</b>

## Other Sources of Funding

Students may also look for graduate assistantships in other departments on campus. As many as 20 percent of MBA students find assistantship positions in other academic areas or research units. These positions also offer reduced tuition and pay a stipend.

Georgia Tech offers financial assistance from a variety of sources. Applicants should contact the Office of Student Financial Planning and Services for more information.

## Financing Your Degree

Graduate school is an investment. When you invest money in your future, it is important to consider the expected return on your investment. Georgia Tech's international reputation for quality education and research can lead to the assumption that attending Tech is an expensive undertaking. However, our low tuition costs make Tech one of the more reasonably priced educational options in the United States. In-state tuition is \$6,960 per academic year, and out-of-state tuition is \$24,814 per academic year. Students often comment that they are debt free upon graduation.

## Financial Assistance

The College awards graduate assistantships to 25 percent of each incoming class, based on academic merit, GMAT scores, and experience relevant to the needs of the College. An assistantship is a position working with a faculty member or administrator in the College for fourteen hours per week. The responsibilities for graduate assistant positions vary and may include research or administrative tasks.

Students awarded an assistantship receive a stipend of \$6,000 per academic year, a waiver of out-of-state tuition, and a substantial reduction of in-state tuition and fees, resulting in a cost of approximately \$500 per semester. This is a package valued at more than \$22,000 for Georgia residents and more than \$56,000 for non-residents.

The deadline to apply for consideration for a graduate assistantship is January 15.

**Forbes magazine** ranked the Georgia Tech MBA program **among its top 50 universities** for graduates' return on investment, taking into consideration tuition and five-year gains in salary.



# College of Management Faculty



**Dr. Marie C. Thursby, Hal and John Smith Chair in Entrepreneurship, Director of TI:GER®, and Professor of Strategic Management**

Professor Marie Thursby is playing an integral role in Georgia Tech's participation in the recently announced National Nanotechnology Infrastructure Network (NNIN), awarded by the National Science Foundation (NSF). Georgia Tech is one of thirteen universities to participate in an integrated, nationwide system to support research and education of nanometer-scale science, engineering, and technology. The nation's success in developing and utilizing new nanotechnologies will require educating and training the workforce, managing research and development systems, and preparing for and adjusting to the social and economic impacts of these new technologies. Thursby will be responsible for bringing an economic perspective to the network. Her recent research has focused on transferring basic science from U.S. universities to industry. She will address the legal, financial, and organizational mechanisms used in university-to-industry technology transfer.

"This grant provides an unprecedented opportunity for Georgia Tech students to interact with researchers in nanotechnology," says Thursby. The College will be developing research, modules, workshops, and a practicum on issues related to the technology transfer of nanotechnology.



**Dr. Charles W. Mulford, INVESCO Chair and Professor of Accounting**

Accounting Professor Charles Mulford founded the College's Financial Analysis Lab in July 2002 following publication of *The Financial Numbers Game*, a best-selling book he coauthored with accounting Professor Eugene Comiskey. The book's release serendipitously coincided with the Enron accounting scandal, leading numerous reporters, money managers, and financial analysts to call the professors for analysis and information.

Interest has remained high in the lab's work since then, with many major financial publications covering the frequent reports it issues. In 2005, *The Wall Street Journal* discussed Mulford's considerable influence in an article titled "Little Campus Lab Shakes Big Firms," which described how one of the lab's reports inspired the Securities and Exchange Commission to crack down on companies improperly reporting cash flow.

Thanks to the lab's work, the problem of misleading cash-flow reports confusing investors has generated numerous other headlines recently. Mulford and Comiskey tackled the subject in their 2005 book *Creative Cash Flow Reporting: Uncovering Sustainable Financial Performance*.



### **Dr. Vinod Singhal, Professor of Operations Management**

Like a heart-attack victim felled by poor circulation, companies who suffer a sudden blockage in their flow of products to consumers face a long road to recovery, says Vinod Singhal, professor of operations management.

“Disruptions in the supply chain devastate corporate performance,” says Singhal, who recently conducted several related studies of supply-chain failure, finding that breakdowns do long-lasting damage to companies’ stock prices and profitability. Supply-chain disruptions are on the rise in many industries, partly because of the growing reliance on overseas’ suppliers for components, Singhal says. For example, when Motorola introduced its first camera phone in late 2003, the company couldn’t acquire enough lenses and chipsets to meet the demand for the hot product.

Overemphasis on cost cutting has removed too much slack from supply chains, increasing the incidence of broken links, Singhal says. Though sometimes the unpredictable result of disasters like earthquakes or terrorist acts, supply-chain disruptions often could be prevented by better risk management, he says. “As with a heart attack, companies suddenly feel a lot of pain, but there have long been plenty of indications that they’re not doing so well,” he says. “If the companies involved had planned better, the disruption could have been avoided.”



### **Dr. Koert van Ittersum, Assistant Professor of Marketing**

The success rate of new product development—from initial ideas to launch—is typically less than 10 percent. In an effort to improve their success rate, Unilever, one of the world’s leading consumer goods companies, finances the research of Koert van Ittersum, assistant professor of marketing.

Despite its widespread and intensive application, the identification process of product attributes that consumers rely upon when making choices is far from unambiguous. Preliminary research findings, published in *Advances of Consumer Research*, suggest that different methods for measuring attribute importance yield inconsistent outcomes. These inconsistencies increase the risk that companies focus on attributes that do not prove to be important to consumers (wasted investment), or overlook attributes that are crucial in consumer decision making. Van Ittersum currently investigates how to reduce these inconsistencies and identify those attributes that really matter, so the success rate of new product development improves.

Additional research interests of Van Ittersum involve consumer acceptance of new technologies and consumer risk behavior during crises and related to genetically modified food products.

## College of Management Faculty Continued

The management faculty members have consistently been recognized for their availability and responsiveness to students and for their superior ability to effectively mesh research, case analysis, and business theory into solutions to “real-world” problems. The College faculty provides a rigorous and relevant academic background that prepares students to lead in a wide variety of industries and enterprises.

### Accounting

Bryan Church, professor and director of the PhD program; PhD, University of Florida: experimental economics, behavioral finance, and auditing

Eugene E. Comiskey, associate dean of faculty and research, Fuller E. Callaway chairholder, and professor; PhD, Michigan State University: financial reporting and analysis

Jason Kuang, assistant professor; PhD, University of Pittsburgh: application of behavioral sciences to accounting issues, incentive contracting, and experimental economics

Charles W. Mulford, INVESCO chairholder and professor, faculty director of MBA program; PhD, Florida State University: economic consequences of accounting standards, financial reporting, and auditing

Arnold Schneider, area coordinator and professor; PhD, Ohio State University: cost/managerial accounting and auditing

Deborah H. Turner, associate professor; PhD, Georgia State University: financial reporting, managerial accounting, and tax planning/compliance

### Finance

Rajesh Chakrabarti, assistant professor; PhD, University of California at Los Angeles: information flows in financial markets and microstructures and international finance

Jonathan Clarke, assistant professor; PhD, University of Pittsburgh: corporate finance, market microstructures, and investments

Andrew J. Cooper III, associate professor emeritus; PhD, Princeton University: investment management

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

Robert G. Hawkins, professor emeritus; PhD, New York University: international economics

Narayanan Jayaraman, area coordinator and professor; PhD, University of Pittsburgh: corporate financial distress, entrepreneurial finance, mergers and acquisitions, experimental finance, and options and equity markets

Ajay Khorana, associate professor and holder of the Wachovia Professorship; PhD, University of North Carolina at Chapel Hill: corporate finance and investments

Suzanne Lee, assistant professor; PhD, University of Chicago: financial econometrics, asset pricing, and derivative markets

Minqiang Li, assistant professor; PhD (pending), University of Illinois at Urbana-Champaign: investments, financial derivatives, and interest rate modeling

### Information Technology

Michael Cummins, director of information technology and innovation and clinical professor; PhD, Northwestern University: telecommunications and networks, managing technology innovation, e-business, and executive education

Rui Dai, assistant professor; PhD, University of Texas at Austin: reverse auctions, anti-spam, Internet pricing, and intelligent transportation systems

Sundaresan Jayaraman, professor (polymer, textile and fiber engineering); PhD, North Carolina State University: enterprise architecture and modeling methodologies for information systems

Sabyasachi Mitra, area coordinator and associate professor; PhD, University of Iowa: economic impact of information technology, IT outsourcing, e-commerce, and disaster recovery

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

D.J. Wu, associate professor; PhD, The Wharton School, University of Pennsylvania: procurement auctions and electronic markets, enterprise resource planning systems, IT investments, IT contracts and real options, and e-commerce

Han Zhang, assistant professor; PhD, University of Texas at Austin: e-commerce, economics of information technology, online trust issues and intermediaries, and electronic markets

### Marketing

Fred Allvine, professor emeritus; DBA, Indiana University: stock market modeling and applied market planning

Goutam N. Challagalla, area coordinator and associate professor; PhD, University of Texas at Austin: sales force management, marketing strategy, and distribution channels

Alka Citrin, assistant professor; PhD, Washington State University at Pullman: organizational acquisition and use of information in implementing marketing actions, innovation generation, and sensory aspects of consumer adoption of new media

Nicholas Lurie, assistant professor; PhD, University of California at Berkeley: consumer and managerial decision making and pricing strategies

Naresh Malhotra, Regents' professor; PhD, State University of New York at Buffalo: marketing research and consumer research

Richard D. Teach, professor emeritus; PhD, Purdue University: marketing models, product development, and simulation and gaming

Francis M. Ulgado, associate professor and faculty research director of the Center for International Business Education and Research (CIBER); PhD, University of Illinois at Urbana-Champaign: international marketing, international services marketing, and multinational firm strategy

Koert van Ittersum, assistant professor; PhD, Wageningen University: consumer decision making, consumption, regional branding, and new product acceptance

Nancy Wong, assistant professor; PhD, University of Michigan: cross-cultural consumer behavior, consumption, and cultural psychology

## Marketing Science

Leonard J. Parsons, professor; PhD, Purdue University: market mix models, sales forecasting, and marketing productivity

## Operations Management

Yih-Long Chang, professor; PhD, University of Texas at Austin: applications and integration of artificial intelligence, information systems, management science, and quality control techniques

Mark Ferguson, assistant professor; PhD, Duke University: inventory systems, enterprise resource planning, supply chain management, and pricing and revenue management

Cheryl Gaimon, Regents' professor; PhD, Carnegie Mellon University: management of technology, acquisition of new technology for management and service technologies, knowledge creation and management, process improvement, implementation of change strategies including new technology, technology choice, and pricing, competitive analysis of technology acquisition and pricing, and environmentally friendly manufacturing

Soumen Ghosh, professor and coordinator of the supply chain management certificate program; PhD, Ohio State University: supply chain strategy/management, global operations, quality management, and manufacturing strategy

Stylianos Kavadias, assistant professor; PhD, INSEAD: new product development

Vinod Singhal, area coordinator and professor; PhD, University of Rochester: supply chain management, justification of new technology, and operations strategy

Jeff K. Stratman, assistant professor; PhD, University of North Carolina at Chapel Hill: operations strategy, management of technology, and enterprise resource planning

Ravi Subramanian, assistant professor; PhD (pending), University of Michigan at Ann Arbor: relationship between operations and environmental concerns

L. Beril Toktay, associate professor; PhD, Massachusetts Institute of Technology: supply chain management

## Organizational Behavior

Terry C. Blum, dean, Tedd Munchak chairholder, and professor; PhD, Columbia University: organizational theory and design, macro human resource management, technology transfer, and entrepreneurship

Donald B. Fedor, professor; PhD, University of Illinois at Urbana-Champaign: performance feedback, organizational commitment, and organizational change management

David M. Herold, area coordinator, Elizabeth R. and Gary T. Jones chairholder and professor; PhD, Yale University: executive development, organizational design, and organizational change management

Lawrence James, professor of psychology; PhD, University of Utah: organizational environments and individual adaptation, motivation, and productivity

Luis Martins, associate professor; PhD, New York University: diversity, work-family conflict, and managerial cognition

Dennis H. Nagao, associate professor and faculty director of the Executive Master of Science in Management of Technology program; PhD, University of Illinois at Urbana-Champaign: group performance and effectiveness and behavioral aspects of information technology

Charles K. Parsons, professor and director of undergraduate programs; PhD, University of Illinois at Urbana-Champaign: human resource management, employment interviewing, and employee feedback

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

## Strategic Management/Technology Transfer

Philip Adler Jr., professor emeritus; PhD, Ohio State University: management theory, human resources

Nathan Bennett, senior associate dean, area coordinator, and professor; PhD, Georgia Institute of Technology: innovation, strategy, and leadership

Lloyd Byars, professor; PhD, Georgia State University: strategic management, management theory, and human resource management

Timothy Carroll, assistant professor; PhD, Duke University: design and management of high-tech product teams and organization design

Marco Ceccagnoli, assistant professor; PhD, Carnegie Mellon University: strategy, industrial organization, innovation, and intellectual property

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

Stuart J. H. Graham, assistant professor; PhD, University of California at Berkeley: firm strategy, management of innovation and new technologies, entrepreneurship, and intellectual property strategies


Matthew Higgins, assistant professor; PhD, Emory University: biopharmaceutical mergers and acquisitions, management of new technologies and innovation, and strategic interaction in high-tech industries

David N. Ku, Lawrence P. Huang chair of engineering entrepreneurship and Regents' professor of mechanical engineering; PhD, Georgia Institute of Technology; MD, Emory University School of Medicine: entrepreneurship

John R. McIntyre, professor and director of the Center for International Business Education and Research (CIBER); PhD, University of Georgia: international technology transfer, international business strategy, comparative management, trade regulation, export-import management, international trade policy, and multinational enterprises

Frank T. Rothaermel, assistant professor; PhD, University of Washington: strategy in high-technology industries, engineering entrepreneurship, and technology innovation management

Marie Thursby, Hal and John Smith chairholder, executive director of TI:GER, and professor; PhD, University of North Carolina at Chapel Hill: technology innovation and entrepreneurship



# The Georgia Tech MBA Program at a Glance

## MBA Graduate Office

Phone: **404.894.8722**  
Toll Free: **1.800.869.1014** (in U.S.)  
Fax: **404.894.4199**  
E-mail: **mba@mgt.gatech.edu**  
Web site: **<http://mgt.gatech.edu>**

To schedule an interview with an admissions representative or to schedule a campus visit, please send an e-mail to **[campus.visit@mgt.gatech.edu](mailto:campus.visit@mgt.gatech.edu)**.

## MBA Career Development Center

Phone: **404.894.2620**  
Fax: **404.385.2410**

## Georgia Tech Graduate Admissions and Enrollment Services

Phone: **404.894.1610**  
Web site: **[www.grad.gatech.edu](http://www.grad.gatech.edu)**

## Georgia Tech Office of International Education

Phone: **404.894.7475**  
Web site: **[www.oie.gatech.edu](http://www.oie.gatech.edu)**

## Georgia Tech Housing

Phone: **404.894.2470**  
Web site: **[www.housing.gatech.edu](http://www.housing.gatech.edu)**

## Georgia Tech Office of Student Financial Planning and Services

Phone: **404.894.4160**  
Web site: **[www.finaid.gatech.edu](http://www.finaid.gatech.edu)**

## Application Information

The MBA application is online at **[www.grad.gatech.edu/admissions](http://www.grad.gatech.edu/admissions)**.  
If you need further assistance, e-mail us at **[graduate.questions@mgt.gatech.edu](mailto:graduate.questions@mgt.gatech.edu)**.

## Application Deadlines

### January 15, 2006

For graduate assistantship consideration and all international applicants

### March 15, 2006

Final deadline for priority consideration for U.S. citizens and permanent residents

### May 1, 2006

Final deadline for applications to be considered on a space-available basis

## Academic Information

For more information on areas of concentration visit **<http://mgt.gatech.edu/mba>**.

## Academic Calendar

Visit **<http://www.registrar.gatech.edu>** to view the Institute's academic calendar.

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**MBA contact information:**

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Georgia Institute of Technology  
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Atlanta, Georgia 30308

404.894.8722

1.800.869.1014 (in the U.S.)

**<http://mgt.gatech.edu/mba>**