

ROBERTO C. GOIZUETA BUSINESS SCHOOL

Roberto C. Goizueta Business School records, 1940-2004

Emory University
Emory University Archives
Stuart A. Rose Manuscript, Archives, and Rare Book Library
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Digital Material Available in this Collection

Descriptive Summary

Creator: Roberto C. Goizueta Business School
Title: Roberto C. Goizueta Business School records, 1940-2004
Call Number: Series No. 92
Extent: 9.5 linear ft. (12 boxes) and
Abstract: Records of the Roberto C. Goizueta Business School and its precursors consists of promotional materials, annual reports, publications, and other miscellaneous materials.
Language: Materials entirely in English.

Administrative Information

Restrictions on Access

Special restrictions apply: some material restricted in accordance with the Emory University Archives Access Policy for unprocessed materials.

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Source

Transfer.

Citation

[after identification of item(s)], Roberto C. Goizueta Business School records, Emory University Archives, Stuart A. Rose Manuscript, Archives, and Rare Book Library, Emory University.

Processing

Processed by Nancy Hall Watkins, 2005.

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Collection Description

Administrative History

On February 18, 1919, the Dean of Emory College recommended the creation of a school of economics and business administration to the Board of Trustees. The purpose of the school was public service, training in business methods, and “training in social efficiency alongside financial development.” In the fall of 1919, the school began offering courses in economics, accounting, and business law. By 1925, there was one faculty member and full-time assistant, five staff members and 145 students. The business school moved to its home in the C. L. Fishburne building in 1936.

In 1949, the business school was admitted to the American Association of Collegiate Schools of Business. Five years later, in 1954, the Masters of Business Administration (M.B.A.) program was begun. This was followed by the creation of an evening M.B.A program in 1961.

Throughout the 1970s and 1980s the school continued to grow. The Executive M.B.A program was created in 1979, along with a joint degree program with the Emory School of Law that allowed enrollees to complete both the M.B.A and juris doctor degree in four years. In 1994, the school was renamed for Roberto C. Goizueta, a much-admired and successful business leader who served as Chief Executive Officer of the Coca Cola Company from 1981 until his death in 1997.

Scope and Content Note

The records of the Roberto C. Goizueta Business School consist of promotional brochures, annual reports, publications, and other miscellaneous materials.

Collection also contains the captured and preserved website of the Goizueta Business School and the Goizueta Business School Newsroom available to browse via the Web Archiving Service of the California Digital Library. The Goizueta Business School website (<http://goizueta.emory.edu/>) features information about the academic programs, faculty, and news and events at the School, as well as content for recruiters and alumni. The Goizueta Business School Newsroom website (<https://newsroom.goizueta.emory.edu>) is a blog that publishes news stories about events and people at the School.

Arrangement Note

Arranged alphabetically by topic.

Finding Aid Note

Finding aid available in the repository.

Container List

Box	Folder	Content
1	1	Administrative communications, 1946-1974
1	2	Advanced management program, 1959-1969
1	3	Advanced management program, 1972-1984
1	4	Alumni, 1952-1988
1	5	Annual report, 1979-1980
1	6	B. B. A. program brochure, undated
1	7	Center for leadership and career studies, 1989-1993
1	8	Clippings and general information, 1940-1979
1	9	Commencement, 1988, 2001, 2002, 2004
1	10	Conferences, institutes, special programs, 1950-1972
1	11	Doctoral program in business brochure, 2002-2004
1	12	Evening M. B. A. program brochure, 1992-93, 2001
1	13	Executive M. B. A. program brochure, 1981-1982, 2002-2003
2	1	Intercollegiate business games and conference, 1968-1981
2	2	International M. B. A. programs brochure, undated
2	3	Management development program, 1965-1968
2	4	Management development program, 1970-1976
2	5	Management development program, 1981-1983, undated
2	6	M. B. A. program announcement and brochure, 1953-1957, undated
2	7	M. B. A. program brochure, 1981-1983
2	8	M. B. A. program brochure, 1983-1989
2	9	M. B. A. program brochure, 1990-1996
2	10	M. B. A. program brochure, 2001-2002
3	1	M. B. A. program student directory, 1994-1997
3	2	M. B. A. program student directory, 1998-2000
3	3	Program of courses, 1953, 1956
3	4	Publications, Executive Agenda, 2001
3	5	Publications, Goizueta News, 2001
3	6	Publications, Studies in Business and Economics, 1949
3	7	Research paper, "An analysis of the market for men's hats on the Emory University campus," undated
3	8	Special events, 1976-1995
3	9	Speeches and lectures, 1950-1952
3	10	Student organizations, Alpha Kappa Psi, undated
3	11	Student organizations, Graduate business association, 1979
3	12	Student organizations, Student board of directors, 1963

- 3 13 Miscellaneous brochures, undated
 - 3 Business School Dean's Lecture Series: Roberto Goizueta, speaker, VHS cassette, September 20 1994
 - Business School Dean's Lecture Series: Roberto Goizueta, speaker, Umatic, September 20 1994
 - 3 Dedication Ceremony, Roberto C. Goizueta Business School, VHS cassette, September 26, 1997
 - 4-12 Unprocessed additions [RESTRICTED]
 - Online Emory University Goizueta Business School web archive, 2012-
[\[Resource available online\]](#)
 - Online Emory University Goizueta Business School Newsroom web archive, 2012-
[\[Resource available online\]](#)
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