



EMORY

GOIZUETA  
BUSINESS  
SCHOOL



Collier School  
of Management  
Tel Aviv University

**Name:** Naseem Abuata

**Email:** [naseem.abuata@mail.tau.ac.il](mailto:naseem.abuata@mail.tau.ac.il)

**Degree Program at TAU:** MBA Technology, Entrepreneurship and Innovation

**Host University:** Emory University

**Exchange Term:** Spring 2019

---

## Overview

Emory University is located in Atlanta, the capital and most populous city in the state of Georgia. The city is so beautiful and has a lot to offer - see below the attractions list - but unlike Israel, the weather is unpredictable and tends to change so quickly, therefore you should check the weather every day.

The cost of living in Atlanta is not expensive as other U.S. cities, you might even find it cheaper than Israel.

The Emory Business School is in the top 20 business schools in the U.S and it was named after Roberto C. Goizueta, former president of The Coca-Cola Company (you can't help but wonder what is the connection between the Business School and Coca-Cola Company, and I'm sure you won't miss the small Coca-Cola "museum" in the business building).

Unlike the MBA students in Israel, the majority of the MBA students at Emory, either work or plan to work in the consulting industry, which is considered to be a prestigious.

## Process

After you confirm your participation with the Exchange Manager at Collier, you receive a welcoming email from the Director of International and Joint Degree Programs at Emory that explains everything about the preparation, Visa, courses and etc.

You need to apply for the J1 Visa, but first you need to wait for the DS-2019 form to arrive by mail - it took almost one week - Also, you need to fill the DS-160 form and schedule an interview at the US embassy as you might did for the B1/B2. A month later you will receive an email about the available housing around the city. Unfortunately we didn't have much options, and we end up staying at the Highland lake. Lastly, after receiving your J1 Visa make sure to buy health insurance and pick the desired courses.

The journey started by overwhelming welcome by Ms. Harriet Ruskin, which invited us for dinner and helped us with initial information about the area, public transportation, groceries and getting the cellular data plan. She also assigned us with a “Buddy” - a student, to show us around the city and campus.

**Courses:**

I took the following courses:

- **Managing Innovation** (Renée Dye): It’s a very interesting course about managing innovation in different companies, but it requires a lot of reading and preparation for each class.
- **Analytics for e-Markets** (Ramnath K. Chellappa): It was given for the first time, I learned a lot from this course, it uses the material you’ve learned during your first year (like statistics and economy) and uses it in the digital world for pricing and product management decisions, this course also requires a lot of work.
- **Entrepreneurship/New Venture Management** (Charles F. Goetz): I liked this course, not only because of the material, but also because of the energetic personality of the teacher, you would learn a lot from this person. You can spend as much as you want in this course. I recommend to do it using some idea you would develop as your future startup.
- **Negotiation** (Michael Sacks): it’s a very useful soft-skill course that provides a very structured tool to deal with day-to-day negotiations, the course is very practical and you will practice every second class a new case, the course doesn’t require much.

**Expenses:**

<b>Visa</b>	<b>\$180 DS-2019 + \$160 J1 Visa</b>
<b>Flight</b>	<b>\$1250</b>
<b>Housing</b>	<b>\$1000/month + \$75 application fee</b>
<b>Emory</b>	<b>\$314 Registration Payment + \$200 course material</b>
<b>Insurance</b>	<b>\$172</b>
<b>Internet</b>	<b>\$60/month</b>
<b>SIM and cellular package</b>	<b>\$30/month</b>
<b>Food</b>	<b>\$600/month</b>

## Things to do in Atlanta:

### Worthwhile Attractions:

- Georgia Aquarium
- Botanical Gardens
- National Center for Civil and Human Rights: exhibits on the civil rights movement
- High Museum of Art: art museum
  - Friday Jazz Nights
- Martin Luther King's birthplace
- Fox Theatre
- Callanwolde
- Alliance Theatre
- Atlanta Symphony Orchestra

### Fun Activities:

- Six Flags
- Stone Mountain Park
- Amicalola Falls
- Suntrust Park
- Mercedes-Benz Stadium – Atlanta United games
- Go to the Beltline/Krog Street Market/Ponce City Market – you can bike on the beltline (about 3 miles) then have an eating fest, both markets are a bunch of little restaurant stalls and have amazing food. Krog Street is one end of the beltline and Ponce City is on the beltline.

### Food and restaurants:

- Krog Street: **Yalla** (Middle-Eastern), Jeni's (ice cream), Richard's Southern Fried (Southern food), Gu's Dumplings (Asian), Superica (Latin American): <http://krogstreetmarket.com/merchants-restaurants/>
- Ponce City Market: **Jia** (Spicy Chinese), **Botiwalla** (Indian), Brezza (pricey Italian), Minero (Mexican)
- Gus's fried chicken
- Zyka
- Jia
- Gu's dumplings
- Canton house
- Ton ton
- B and L wings

- Nina and Rafi

Areas with cool vibes:

- Downtown Decatur: can get there by Emory shuttle, cozy and family friendly restaurants and bars
- Little Five Points: hipster
- Atlantic Station: restaurants, shopping etc.
- Inman Park: restaurants, bars
- Edgewood: restaurants, bars
- Kirkwood: restaurants, bars
- Cabbagetown: restaurants, bars
- Virginia Highlands: restaurants, bars

Websites for things to do:

<https://creativeloafing.com/Atlanta-Events-Next-3-Days>

<https://events.ajc.com/home>

<https://www.atlanta.net/events/>

**Summary:**

I enjoyed living in Atlanta as well as studying at Emory, there is something special about the city and the southern hospitality, you won't see anything similar neither in the east coast nor in the west. Personally, these 6 months changed a lot my perception of the world. I would definitely recommend this experience to everyone.

**Photos:**





