J. MACK ROBINSON
COLLEGE OF BUSINESS

Founded in 1913 as the Georgia Tech Evening School of Commerce, Georgia State's business school has a long history of graduating business-savvy people ready to make an impact in the local community and around the world. J. Mack Robinson’s gift gave the college an identity and resources to begin its quest to be the finest business school in the Southeast.

No one gets closer to business than Robinson.

In the heart of Atlanta, surrounded by Fortune 500 companies and entrepreneurial start-ups, the J. Mack Robinson College of Business connects to businesses to foster the development of the next generation of leaders. Robinson’s unique approach to embedded relationships grows future talent through degree programs and practical experiences, and supports current leaders through executive education and research. Working together, our faculty, research scientists, students and staff will be closer to business in order to better understand market challenges and more effectively co-develop and implement solutions.

Robinson’s mission is to ensure a diverse student body emerges prepared to create value in business, government and non-profit organizations.

There are three ways we will achieve our mission.

First, Robinson will successfully educate responsible business leaders from all backgrounds who will be known for their sense of optimism, their creative new ideas and their unrelenting drive to achieve success.

In addition, we believe future opportunities to drive change lie in the ability to integrate technical and emotional intelligence skills. Robinson students will understand the opportunities presented by technology, and then be able to identify the business opportunities and build the teams that will develop and bring such ideas to market.

Finally, through embedded relationships and in the spirit of collaboration, Robinson business partners and alumni will not only lead their organizations, but will use their skills and talents to positively affect the college, Atlanta, Georgia, the nation and the world.

The Technological Revolution and Robinson’s Opportunity

Revolutionary technologies are profoundly affecting business and society. They are changing the functions of capital markets and sources of funds, redefining the nature of products and
services, enhancing the fluidity of labor markets, and transforming the education markets in which we work. These technologies also are shifting the nature of organizations and how societies organize, communicate and progress. As a result, powerful paths for innovation and wealth creation now exist.

To be a resource for business in this environment, Robinson emphasizes the development of new analytical methods and tools. We are recruiting STEM-trained faculty with strong methodological and computational capabilities in addition to those focused on conducting fundamental research in business. With this unique portfolio of research capabilities, students and faculty will be positioned to leverage technology, extract insights from data and invent the new constructs that create value in a complex, global economy.

Yet acquiring only technical skills is not sufficient, because the rapid adoption of new technology reduces the need for individuals to conduct routine and intellectually mechanical activities. Instead, the future will value human ingenuity and creativity. Individuals with creative insights regarding future needs of consumers, firms and societies, and those who understand how to lead others, are essential for progress and success. Robinson students will gain valuable business leadership skills alongside technical expertise through practical experiences and technologically focused classes.

Increased Focus for the Future

- We will foster partnerships with our alumni base, which commands a central position in Atlanta's thriving business network.
- We will initiate efforts that build business leadership skills, which will improve the Atlanta and global communities.

Points of Distinction

The development of soft skills and leadership acumen dominates the programming at many business schools. Others, most typically those associated with engineering universities, focus on the application of technology and science in business. However, our entrepreneurial faculty base uniquely spread across quantitative and qualitative disciplines. As a result, Robinson students leave equipped with the hard skills necessary to leverage technology for data-driven insights and soft skills to imagine and lead value creating activities.

Robinson fosters an ecosystem that is highly collaborative with industry. A Robinson education of the future is less about attending lectures and more about actively gaining experience by doing. Atlanta provides the business laboratory where students can be connected to mentors, internship opportunities, and immersive learning experiences by solving real business problems. Further, we believe in the two-way flow of ideas between academia and business and create strong relationships with industry partners that are mutually beneficial.

We excel at producing successful business leaders from all backgrounds: traditional students, working professionals, entrepreneurs, those of racial and ethnic diversity, first-generation college students and first-generation U.S. students.

Robinson is known for our nimbleness to create unique market-demanded programs. We currently offer the largest and most diverse portfolio of graduate programs of any top 50 U.S. business school. Our newest specialized master's degree, the M.S. in Analytics offered by the Institute for Insight, is a shining example of an immersive educational program that combines technical rigor with practical experience.

We have several programs ranked in the top 10, including Computer Information Systems, Real Estate and Risk Management. Robinson’s Marketing Department, ranked 13th on the University of Texas at Dallas Business School Research Ranking Index, is the fastest rising program among U.S. business schools over the past 10 years.
Impact

As the 6th largest business school in the U.S. and one of the most diverse, Robinson’s success affects Atlanta’s success. The better academic and experiential preparation our 6,200 undergraduates and 1,500 graduate students have, the better prepared Atlanta’s and the nation’s workforce. An investment in Robinson College will help produce socially relevant, achievement-oriented business leaders coming from all backgrounds, uniquely prepared to create wealth and prosperity as America transitions to an information technology economy. It will enable us to provide the infrastructure, knowledge, exposure, career resources, communication skills and professional polish that will change students’ lives and enhance the economic outcome of our region and nation.

Why Give to the J. Mack Robinson College of Business

An investment in Robinson helps secure the unique faculty base that is necessary to produce the ideas for the future needs of business. Businesses that access this faculty base will increase the value of their firms by co-discovering new ideas and innovations.

An investment in Robinson supports programs that produce socially relevant, insightful and achievement-oriented business leaders coming from all backgrounds.

An investment in Robinson provides the experiential learning opportunities, career resource, communication skill and professional polish programs that enhance the career-readiness of our students and the economic outcome of our region and nation.

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