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## The Business Student's Guide to Atlanta Business Education and Careers

...for students of Accounting, Administration, MBA Programs, E-commerce, Economics, Management, Marketing and other business fields.



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Founded in 1837, Atlanta served as the final stop on the Western & Atlantic railroad line. At that time it was known officially as Marthasville in honor of the governor's daughter, and unofficially as Terminus in reference to its location on the rail line. The city's name was eventually changed to Atlanta, the feminine of Atlantic. Its reputation as a transportation hub remains a defining factor, with both the United Parcel Service (UPS) and Hartsfield-Jackson Atlanta International Airport (one of the best and busiest airports in the world) operating out of the city. Atlanta has a population of 420,000 people who live in the city proper and another 4.5 million spread out over the surrounding 28 counties. The city offers a diverse economic base, plenty of educational and recreational opportunities, and a corporate presence that includes 13 Fortune 500 companies and over 1,000 international businesses.

Historically, Atlanta has played a leading role in advancing the rights of minorities, most notably via the efforts of Dr. Martin Luther King, Jr. during his residence there. Unsurprisingly, this has translated into a welcoming environment for business as well. With a reputation for providing measurable social and economic opportunities for minorities, Atlanta was rated #1 by *Black Enterprise* magazine in their June, 2004 "Top Cities for Black Americans" ranking.

Atlanta has many organizations geared toward providing business resources, including many for women and minorities in business. [The Atlanta Development Authority](#), the [Atlanta Business League](#), the [Atlanta Business School Alliance](#), and the [Metro Atlanta Chamber of Commerce](#) are just a few of the business groups available in the city.

### Business Culture

Business students will find many internship opportunities as well as post-graduation employment possibilities provided by the wealth of companies located in Atlanta. In addition to UPS, many well-known corporations call the city home, among them Coca-Cola, Home Depot Inc., and BellSouth Corp. According to the *Atlanta Business Chronicle*, BellSouth is one of the top five local employers, joined in this distinction by Delta Air Lines Inc., Gwinnett County Public Schools, Cobb County Public Schools, and Emory University. Careers in scientific, management, professional and related fields comprise the largest employment group with education, health, and social services making up the second largest sector.

### Key Industries

The Metro Atlanta Chamber of Commerce's Economic Development Division has targeted several industry clusters in which to focus their efforts to expand the city's economic base. These industries include biosciences, logistics and transportation, telecommunications, and computer software & services. They are also working to attract even more corporate headquarters to the area. Business students who graduate with degrees in these fields will likely see an increase in related employment opportunities in Atlanta in the coming months and years.

In a March 2004 *Inc Magazine* article by Joel Kotkin entitled "Top 25 Cities for Doing Business in America", Atlanta was ranked #1 in the nation among large metro areas as a place to do business. In making their determination, the magazine staff considered job growth factors, the balance among industries, and affordability. Ray Wallace, president of W. Ray Wallace & Associates (a financial consulting firm in the region) is quoted in the article saying, "Atlanta is amazing. The opportunities are here and small businesses are here. People from all over the South come to Atlanta like to Mecca."


### Education Opportunities for Business Students

Business students are also attracted to the city and have many venues to choose from for pursuing their educations.




Atlanta is home to nearly 30 colleges and universities and several technical schools. American InterContinental University - [Buckhead Campus](#) & [Dunwoody Campus](#), [Argosy University - Atlanta](#), [Herzing College - Atlanta Campus](#), and [Clark Atlanta University, School of Business Administration](#) are just some of the schools available.

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Program offerings include coursework needed to complete Accounting degrees, Economics degrees, and Marketing degrees. Students can pursue MBA programs and train for management careers and administration careers in fields such as Health Care, Criminal Justice and Nursing.

Atlanta is a city with much to offer including a diverse and expanding economic base and many educational and employment opportunities for business students. Economic development and employment groups work closely with

academic institutions to help businesses locate qualified graduates, and many companies participate in internship and graduate assistant programs. The [City of Atlanta's](#) website provides a wide range of information for visitors and residents alike, including more detailed data on businesses and economic statistics.

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