BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

Declaration of Area Depth

All BBA students must choose at least one primary Area Depth. Each depth requires a minimum of three courses, although students wishing to embark upon a career in a particular functional area should consider enrolling in more than the minimum number of classes for that depth. **No course may be “double-counted” toward two Area Depths.** Please note that new elective offerings may not yet appear on this sheet but typically do count towards the relevant area depth. Secondary Area Depths are identified with an *, and must be completed in conjunction with a Primary Area Depth.

Please return form to the Goizueta Registrar's Office, room W412, Goizueta Business School.

NAME ____________________________ ID# ___________________
ADDRESS __________________________ PHONE # ___________________
ANTICIPATED DATE OF GRADUATION: _________________ TODAY’S DATE: _________________
AREA DEPTH(S): ___________________________ ___________________________ ___________________________
STUDENT’S SIGNATURE ______________________________________________________
ADVISOR’S SIGNATURE _____________________________________________________
(Needed only if you are getting special permission to create your own depth or use a course not listed on this sheet.)

**ACCOUNTING:**
*Non-CPA*
(Required Courses)
312A – Financial Reporting I ______
312B – Financial Reporting II ______
(One additional course from the following)
313 – Advanced Managerial Acct. ______
412 – Advanced Financial Acct. ______
414 – Financial Statement Analysis ______
415 – Federal Income Tax ______
416 – Corporate & Partnership Tax. ______
418 – Auditing ______
419G – Info. & Global Cap. Markets ______

**AUDITOR (CPA):**
(Required Courses)
312A – Financial Reporting I ______
312B – Financial Reporting II ______
412 – Advanced Financial Acct. ______
415 – Federal Income Tax ______
418 – Auditing & Assurance Services ______
211 Hours of accounting BUS 210 and BUS 211
313 – Advanced Managerial Accounting ______

414 – Financial Statement Analysis ______
416 – Corp. & Partnership Taxation ______
419G – Info. & Global Capital Markets ______

**Note:** Students who intend to sit for the CPA exam in most states must earn 150 credit hours including 30 hours of accountancy beyond BUS 210 & BUS 211 for the State of GA.

**COMMUNICATIONS:**
For BBA 2010 only:
(Two of the following)
368 – Advanced Business Comm. ______
460 – Corporate Communication ______
465(G) – Cross-Cultural Bus. Comm. ______
(One of the following options)
432 – Negotiations ______
441 – Ideation ______
446 – Integrated Marketing Comm. ______
OR the remaining class from 368, 460, 465
INFORMATION SYSTEMS & OPERATIONS MGT:
(Any three of the following courses may be selected)
- 352 – Project Mgmt. & Collaboration
- 358 – Decision Tools & Visualization
- 451 – Making Effective Decisions
- 453 – Operations Strategy
- 458 – Psychology of Technology
- 459 – Process Analysis and Six Sigma

FINANCE
(Required)
- 423 – Investments

(Two of the following)
- 420 – Advanced Corporate Finance
- 421 – Corp. Govern & Restr.
- 424 – Derivative Asset Analysis
- 426 – Financial Service/Inst. Markets
- 427G – International Finance
- 428 – Investment Banking
- 428B – Venture Cap. & Private Equity
- 429 – Fixed Income
- 483 – Applied Investment Mgmt.
- BUS 487G – Global Derivatives

Or one or more from: 425, 482, 486, 488 or 489

*INTERNATIONAL BUSINESS*
(Two of the following)
- 419G – Int’l Corp. Acct. & Disclosure
- 427G – International Finance
- 435G – Multinational Firms
- 448 – International Marketing
- 449G – Marketing Strategy
- 450G – Foundations of Digital Markets

(If only two of the above, one of the following)
Approved Emory College Class
(Please specify the class number)
Approved Class Abroad
(Please specify the class number)
OR one more from: 419G, 427G, 435G, 448, 449G, 450G or 465

*LAW*
(Two of the following)
- 411 – Law and Business
- 432 – Negotiations
- 439 – Business Ethics

(One of the following options)
Approved Emory College course
With a focus on law OR the remaining
Class from 411, 432, 439

MARKETING
(Any three of the following courses may be selected)
- 341 – Marketing Seminar
- 342 – Marketing Intelligence- Making
- 346 – Consumer Behavior
- 347 – Product & Brand Mgmt.
- 348 – Sales and Business Devel.
- 349 – Special Topics in Marketing
- 440 – Non Profit Marketing
- 443 – Customer Relationship. Mgmt
- 446 – Integrated Marketing Comm.
- 448 – Global Marketing Mgmt.
- 449G – Marketing Strategy

ORGANIZATION & MANAGEMENT
*MANAGING ORGANIZATIONS*
(Two of the following) December 09
- 332 – Corp. Social Resp. & Sustain.
- 431 – Social Enterprise
- 432 – Negotiations
- 433 – Leading & Managing Change
- 439 – Ethics for Leadership
- 471 – Advanced Entrepreneurship

One additional course from the following:
- 336 – Non-profit Consulting
- 430 – Advanced Strategic Mgt.
- 431 – Social Enterprise
- 435G – Multinational Firms
- 436 – Entrepreneurship
- 438 – Consulting
- 472 – Corporate Strategy & M&A
- FILM 373 – American Film Industry

OR one more from: 432,433,439, or 471
CONSULTING AND VENTURE MANAGEMENT

(Two of the following courses)

336 - Non-profit Consulting
358 – Decision Tools & Visualization
430 – Advance Strategic Management
433 – Leading & Managing Change
435G – Multinational Firms
436 – Entrepreneurship
438 – Consulting
472 – Corporate Strategy and M&A
FILM 373 – American Film Industry

(One additional course from the following)

332 – Corp. Social Resp. & Sustain
352 – Project Mgmt. & Collaboration
431 – Social Enterprise
432 – Negotiations
439 – Ethics for Leaders
471 – Project Mgmt & Collaboration

Or one more from: 358, 430, 431, 433, 435G, 436, 438, 472, or FILM 373

*REAL ESTATE*:

Required
425 – Real Estate Mgt & Finance

(Two of the following options)

432 – Negotiations
482 – Real Estate Market Analysis
486 – Real Estate Equity Investment
488 – Real Estate Development
489 – Advanced Real Estate Develop.

December 09