BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

Declaration of Area Depth
(Students Graduating in 2011 or 2012)

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 *

Please return form to the Goizueta Registrar's Office, Room 453, Goizueta Business School.

NAME_________________________ ID#__________________
ADDRESS________________________ PHONE # _________________
ANTICIPATED DATE OF GRADUATION:_________________ TODAY'S DATE:__________________
AREA DEPTH(S):__________________, __________________, __________________
MARK HERE TO CHANGE DEPTHS FROM: __________________ TO:__________________
STUDENT’S SIGNATURE________________________________________
ADVISOR’S SIGNATURE_____________________________________

(Accounting: (A selection of additional courses to equal at least 30 hours of accounting beyond Financial Accounting & Managerial Accounting)

ACCOUNTING:
Non-CPA:
(Required Courses)
312A – Financial Reporting I  ________
312B – Financial Reporting II  ________
(One additional course from the following)
313 – Advanced Managerial Accounting  ________
414 – Financial Statement Analysis  ________
416 – Corp. & Partnership Taxation  ________
418 – Auditing  ________
419G – Info. & Global Capital 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  ________
313 – Advanced Managerial Accounting  ________
414 – Financial Statement Analysis  ________
416 – Corp. & Partnership Taxation  ________
418 – Auditing  ________
419G – Info. & Global Capital Markets  ________

INFORMATION SYSTEMS & OPERATIONS MGT:
(Any three of the following courses may be selected)
352 – Project Mgmt. & Collaboration  ________
358 – Decision Tools & Visualization  ________
450G – Foundations of Digital Markets  ________
451 – Making Effective Decisions  ________
453 – Operations Strategy  ________
456 – Special Topics: Social Media  ________
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.
487G – Global Derivatives

Or one or more from: 321, 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

*(One of the following)*

Approved Emory College Class

*(Please specify the class number)*

Approved Class Abroad

* (Please specify the class number)*

*(Additional Requirements)*

Participation in BBA exchange or international internship

*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
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)*

332 - Corp. Social Resp. & Sustain
431 – Social Enterprise
432 – Negotiations
433 – Leading & Managing Change
439 – Ethics for Leaders
471 – Advanced Entrepreneurship

*(One additional course from the following)*

336 – Non-profit Consulting
430 – Advanced Strategic Mgt.
435G – Multinational Firms
436 – Entrepreneurship
438 – Consulting
472 – Corporate Strategy & M&A

FILM 373 – The Biz: The American Film and Television 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 – The Biz: The American Film and Television 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 Course)
425 – Real Estate Mgmt/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.

**BUSINESS AND SOCIETY**
(Three of the following courses. No more than one from any academic area.)
411 – Law and Business (Acct)
335 – Social Psychology or Org. (O&M)
433 – Leading/Manage Change (O&M)
437 – Leading for Creativity (O&M)
439 – Ethics for Leaders (O&M)
441 – Ideation (Mktg)
451 – Making Effective Dec (ISOM)
458 – Psychology of Tech. (ISOM)
332 – Corp. Social Resp. & Sustain.
336 – Non-profit Consulting
431 – Social Enterprise
440 – Non-profit Marketing
Approved Emory College Elective

**ANALYTIC CONSULTING**
(Three of the following courses. No more than one from any academic area.)
414 – Financial Statement Anal. (Acct)
420 – Advanced Corp. Finance (Fin)
422 – Advanced Fin. Mkts. (Fin)
430 – Advanced Strategic Mgt. (O&M)
438 – Consulting (O&M)
342 – Market Intelligence (Mktg)
443 – Cust. Relationship Mgt. (Mktg)
449G – Mktg. Strategy (Mktg)
358 – Decision Tools (ISOM)
450G – Digital Markets (ISOM)