BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

Declaration of Area Depth
(Students Graduating in 2013 and Beyond)

All BBA students must choose at least one primary Area Depth. Each depth requires a minimum of 4 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. Some courses are listed in more than one depth. Students wishing to pursue two primary area depths may double use ONE and only ONE listed elective to fulfill the requirements in two primary depths. Therefore, to fulfill two primary area depths, students must complete a minimum of 7 electives as specified below. 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 require a minimum of 3 courses and are identified with an asterisk (*). If you wish to pursue one primary and one secondary area depth, you may double use ONE and only ONE listed elective in the primary depth to fulfill the requirements in the secondary depth. Therefore, to fulfill one primary and one secondary depth, you must complete a minimum of 6 electives as specified below.

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): ____________________________________________
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

TWO of the following Electives Required
313 – Advanced Managerial Acct.
414 – Financial Statement Analysis
415 – Federal Income Tax
416 – Corporate & Partnership Tax.
417 – Professional and Acct. Research
418 – Auditing
419G – Info. & Global Capital Markets

Related Courses – May substitute ONE for an elective course
411G – Law and Business
412 – Corporate Governance and Restructuring (Finance)
428B – Venture Capital and Private Equity (Finance)
439 – Ethics for Leaders (O&M)

Check courses taken to fulfill depth
AUDITOR (CPA):

Required Courses
312A – Financial Reporting I
312B – Financial Reporting II
412 – Advanced Financial Accounting
415 – Federal Income Tax
418 – Auditing & Assurance Services

A selection of additional courses to equal at least 30 hours of accounting beyond Financial & Managerial Accounting
313 – Advanced Managerial Accounting
414 – Financial Statement Analysis
416 – Corp. & Partnership Taxation
417 – Professional Accounting Research
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.

INFORMATION SYSTEMS & OPERATIONS MGT:

Any four of the following courses may be selected
352 – Project Mgmt. & Collaboration
355 – Appcology: New Commerce Infrastructure
358 – Decision Tools & Visualization
450G– Foundations of Digital Markets
451 – Making Effective Decisions
452 – Healthcare Operations and Technology Management
453 – Operations Strategy
455 – Forecasting and Predictive Analytics
456 – Special Topics: Social Media
457G – Economics and Psychology of Political Violence & Terrorism
458 – Psychology of Technology
459 – Process Analysis and Six Sigma

Related Courses – May substitute ONE for an elective course
342 – Marketing Research and Customer Insights (Marketing)
423 – Investments (Finance)
430 – Industry and Competitor Analysis
432 – Negotiations (O&M)
433 – Leading and Managing Change (O&M)

Approved Computer Science Course: ________________________________ (Advisor’s Initials)

FINANCE:

Required
423 – Investments

Three of the following
321 – Finance and Economics of the Film Industry
324 – Sports Finance
420 – Advanced Corporate Finance
421 – Corporate Governance & Restructuring
424 – Derivative Asset Analysis
427G – International Finance
428 – Investment Banking
428B – Venture Capital & Private Equity
429 – Fixed Income
483 – Applied Investment Management
485 – Private Equity Investing
487G – Global Derivatives Markets

**Related Courses – May substitute ONE for an elective course**

382 – Real Estate Law
414 – Financial Statement Analysis (Accounting)
422 – Advanced Financial Markets
425 – Real Estate Finance
481 – Illiquid Alternative Investments
482 – Real Estate Market Analysis
486 – Real Estate Equity Investment
488 – Real Estate Development
489 – Advanced Real Estate Finance
497R – Finance Honors Seminar

**MARKETING:**

*One of the following Foundation Courses Required:*

342 – Marketing Intelligence
347 – Product & Brand Mgmt.
449 – Marketing Strategy & Customer Relationship Management

*(It is recommended that a student take more than one Foundation course, with additional courses counted toward one of the following marketing electives.)*

*Any three of the following elective courses may be selected*

341G – Marketing Seminar
343 – Digital Marketing
345 – New Product Lab
346 – Consumer Behavior
348 – Sales and Business Development
349 – Entertainment, Media and Sports Marketing
440 – Non Profit Marketing
441 – Ideation
442 – Applied Integrated Marketing Communications
444 – Marketing Analytics Consultancy
446 – Integrated Marketing Communications

**Related Courses – May substitute ONE for an elective course**

313 – Advanced Managerial Accounting (Accounting)
411G – Law and Business (Accounting)
414 – Financial Statement Analysis (Accounting)
420 – Advanced Corporate Finance (Finance)
352 – Project Mgmt. & Collaboration (ISOM)
358 – Decision Tools and Visualization (ISOM)
450G – Making effective Decisions (ISOM)
451 – making Effective Decisions (ISOM)
453 – Operations Strategy (ISOM)
455 – Forecasting & Predictive Analytics (ISOM)
430 – Industry and Competitor Analysis (O&M)
432 – Negotiations
433 – Leading & Managing Change (O&M)

Approved ECON, PSYC, or SOC class _____________________________  ________ (Advisor’s Initials)
MARKETING ANALYTICS:

Required:
342 – Marketing Intelligence
444 – Marketing Analytics Consultancy
449 – Marketing Strategy & Customer Relationship Management

One additional elective course required from the following:
455 – Forecasting and Predictive Analytics (ISOM)
*Any other Marketing Elective: _________________________________

*This elective may double count toward the regular marketing elective or another depth if appropriate.

STRATEGY AND MANAGEMENT CONSULTING:

Any four of the following elective courses may be selected
332 - Corp. Social Resp. & Sustain
336 – Catalyzing Social Impacts
337 – Managing Groups and Teams
430 – Industry and Competitor Analysis
431 – Social Enterprise
432 – Negotiations
433 – Leading & Managing Change
434 – Psychology of Leadership
435G – Multinational Firms
436 – Entrepreneurship
438 – Consulting
439 – Ethics for Leadership
471 – Applied Entrepreneurship
472 – Corporate Strategy and M&A

Related Courses – May substitute ONE for an elective course
313 – Advanced Managerial Accounting (Accounting)
347 – Product and Brand Management (Marketing)
352 – Project Management & Collaboration (ISOM)
358 – Decision Tools and Visualization (ISOM)
414 – Financial Statement Analysis (Accounting)
420 – Advanced Corporate Finance (Finance)
421 – Corporate Governance & Restructuring (Finance)
428B – Venture Capital & Private Equity (Finance)
442 – Applied Integrated Marketing Communication (Marketing)
446 – Integrated Marketing Communication (Marketing)
449 – Marketing Strategy & Customer Relationship Mgmt. (Marketing)
451 – Making Effective Decisions (ISOM)
453 – Operations Strategy (ISOM)
458 – Psychology of Technology (ISOM)
459 – Process Analysis and Six Sigma (ISOM)
FILM 373 – The Biz: the American Film and Television Industry

Approved ECON, PSYC, or SOC class _________________________________
(Advisor’s Initials)
REAL ESTATE: (Secondary depth must be completed in conjunction with primary area depth.)

Required Course
425 – Real Estate Mgmt/Finance
(Two of the following elective courses)
382 – Real Estate Law
482 – Real Estate Market Analysis (Finance)
486 – Real Estate Equity Investment (Finance)
488 – Real Estate Development (Finance)
489 – Advanced Real Estate Finance (Finance)
(Or one elective above and one course below)
432 – Negotiations (O&M)
348 – Sales and Business Development (Marketing)
451 – Making Effective Decisions (ISOM)

BUSINESS AND SOCIETY (Secondary depth must be completed in conjunction with primary area depth.)
(Three of the following courses. No more than one from any academic area.)
411 – Law and Business (Accounting)
332 – Corporate Social Resp. and Sustainability (O&M)
431 – Social Enterprise (O&M)
433 – Leading/Manage Change (O&M)
437 – Leading for Creativity and Innovation (O&M)
439 – Ethics for Leaders (O&M)
441 – Ideation (Marketing)
451 – Making Effective Decisions (ISOM)
458 – Psychology of Technology (ISOM)
336 – Non-profit Consulting (O&M)
440 – Non-profit Marketing (Marketing)
Approved Emory College Elective_____________________________ (Advisor’s Initials)

ANALYTIC CONSULTING (Secondary depth must be completed in conjunction with primary area depth.)
Three of the following courses. No more than one from any academic area.
414 – Financial Statement Anal. (Accounting)
420 – Advanced Corp. Finance (Finance)
422 – Advanced Fin. Markets (Finance)
430 – Advanced Strategic Management (O&M)
438 – Consulting (O&M)
342 – Market Intelligence (Marketing)
444 – Marketing Analytics Consultancy (Marketing)
449 – Marketing Strategy (Marketing)
358 – Decision Tools (ISOM)
450G – Digital Markets (ISOM)
453 – Operations Strategy (ISOM)
455 – Forecasting and Predictive Analytics (ISOM)
459 – Process Analysis and Six Sigma (ISOM)
**INTERNATIONAL BUSINESS:** (Secondary depth must be completed in conjunction with primary area depth.)

*Two of the following*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>341G</td>
<td>Marketing Seminar</td>
</tr>
<tr>
<td>411G</td>
<td>Law and Business (Accounting)</td>
</tr>
<tr>
<td>419G</td>
<td>Int’l Corp. Acct. &amp; Disclosure (Accounting)</td>
</tr>
<tr>
<td>427G</td>
<td>International Finance (Finance)</td>
</tr>
<tr>
<td>435G</td>
<td>Multinational Firms (O&amp;M)</td>
</tr>
<tr>
<td>448</td>
<td>International Marketing (Marketing)</td>
</tr>
<tr>
<td>450G</td>
<td>Foundations of Digital (ISOM)</td>
</tr>
</tbody>
</table>

*One of the following options*

- Approved Emory College Class ___________________________ (Advisor’s Initials)
- Approved Class Abroad ___________________________ (Advisor’s Initials)

**OR one more from:**


(Please specify the class number)

**Additional Requirements**

Participation in BBA exchange or international internship _______ Term