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:**

Check courses taken to fulfill depth

**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)
AUDITOR (CPA):

**Required Courses**

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

*Note: Students who intend to sit for the CPA exam in any state must earn a minimum of 150 credit hours. 30 hours of upper level accounting hours (beyond BUS 210 and BUS 211) are required in the state of Georgia to become licensed in your desired jurisdiction.*

INFORMATION SYSTEMS & OPERATIONS MGT:

**Any four of the following courses may be selected**

- 352 – Project Mgmt. & Collaboration
- 354 – Strategic Modeling and Social Dynamics
- 355 – Appcology: New Commerce Infrastructure
- 356 – Analytics for e-Markets
- 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**

- 338 – Behavioral Economics (O&M)
- 342 – Marketing Research and Customer Insights (Marketing)
- 343 – Digital Mktg. & Social Media Strategy (Mkt)
- 423 – Investments (Finance)
- 430 – Industry and Competitor Analysis
- 432 – Negotiations (O&M)
- 433 – Leading and Managing Change (O&M)
- 434 – Psychology of Leadership (O&M)
- 449 – Marketing Strategy & CRM (Mkt)

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
403 – Global Macroeconomic Perspectives
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
495 – Distressed Investing

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
447 – Sports Marketing
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)
347 – Product and Brand Management (Marketing)
414 – Financial Statement Analysis (Accounting)
420 – Advanced Corporate Finance (Finance)
421 – Corporate Governance & Restructuring (Finance)

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
335 – Strategies for Entertainment & Media
336 – Catalyzing Social Impacts
337 – Managing Groups and Teams
338 – Behavioral Economics
340 – Industry and Competitor Analysis
341 – Social Enterprise
342 – Negotiations
343 – Leading & Managing Change
344 – Psychology of Leadership
435G – Multinational Firms
436 – Entrepreneurship
438 – Consulting
439 – Ethics for Leadership
471 – Applied Entrepreneurship
472 – Corporate Strategy and M&A
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 403 (formerly 373) – The Biz: American Film and Television Ind.  
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) 
354 – Strategic Modeling and social Dynamics

*INTERNATIONAL BUSINESS: (Secondary depth must be completed in conjunction with primary area depth.)

Two of the following
334 – Social Enterprise in Nicaragua (O&M) 
341G – Marketing Seminar 
403 – Global Macroeconomic Perspectives (FIN) 
411G – Law and Business (Accounting) 
419G – Int’l Corp. Acct. & Disclosure (Accounting) 
427G – International Finance (Finance) 
435G – Multinational Firms (O&M) 
448 – International Marketing (Marketing) 
450G – Foundations of Digital (ISOM) 
487 – Global Derivatives Markets (FIN) 

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 

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