• All BBA students must complete at least one primary area depth. Each primary depth requires a minimum of 4 courses, although students are always encouraged to consider completing more than the minimum number of classes for a depth.

• Some courses are listed in more than one depth. Students wishing to pursue two primary area depths may use one and only one listed elective to fulfill the requirements in two primary depths. To fulfill two primary area depths, students must complete a minimum of 7 electives as specified below.

• Secondary area depths require a minimum of 3 courses as specified and are identified with an asterisk (*). Students wishing to pursue one primary and one secondary area depth may use one and only one listed elective in the primary depth to fulfill the requirements in the secondary depth. To fulfill one primary and one secondary depth, students must complete a minimum of 6 electives as specified below.

Please print, and place a check mark next to the courses used to fulfill your Area Depths. If you are using a college course or a course that is not listed, please obtain your advisor’s signature below. When complete, 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
- 419 – Info. & Global Capital Markets

**Related Courses – May substitute ONE for an elective course**
- 358 – Data Analytics and Visualization (ISOM)
- 411 – Law and Business
- 421 – 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

**A selection of the following courses to equal at least 30 hours of accounting credit beyond**

**Financial Accounting & Managerial Accounting**
- 313 - Advanced Managerial Accounting
- 414 - Financial Statement Analysis
- 416 - Corporate and Partnership Taxation
- 417 - Professional Accounting Res.
- 419 - Information and Global Capital Markets

*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
- 359 – Information in a World Gone Digital
- 450 – Foundations of Digital Markets
- 451 – Making Effective Decisions
- 452 – Healthcare Operations and Technology Management
- 453 – Operations Strategy
- 454 – Advanced Data Science
- 455 – Forecasting and Predictive Analytics
456 – Special Topics: Social Media
457 – 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)
419 – Information and Global Capital Markets (Accounting)
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
322 – Financial Valuation
324 – Sports Finance
325 – Financial Decisions/Boardroom
403 – Global Macroeconomic Perspectives
420 – Advanced Corporate Finance
421 – Corporate Governance & Restructuring
424 – Derivative Asset Analysis
427 – International Finance
428 – Investment Banking
428B – Venture Capital & Private Equity
429 – Fixed Income
483 – Applied Investment Management
484 – Advanced Derivative Assets
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
343 – Digital Mktg. & Social Media Strategy
347 – Product & Brand Mgmt.
449 – Marketing Strategy & Customer Relationship Management

Any three of the following elective courses, or additional foundation courses, may be selected

341 – Marketing Seminar
344 – Market Analysis in Excel
345 – New Product Lab
346 – Consumer Behavior
348 – Sales and Business Development
349 – Entertainment, Media and Sports Marketing
440 – Non-Profit Marketing Consulting
441 – Ideation
442 – Adv. & Mktg Commun Consulting
444 – Marketing Analytics Consulting
446 – Integrated Marketing Communications
447 – Sports Marketing
448 – Mktg Channel Strategy & Retailing

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)
450 – 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 depth or another depth if appropriate
STRATEGY & MANAGEMENT CONSULTING:

Any four of the following elective courses may be selected

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>(Advisor's Initials)</th>
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</thead>
<tbody>
<tr>
<td>332</td>
<td>Corp. Social Resp. &amp; Sustain</td>
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<tr>
<td>333</td>
<td>Sports Management</td>
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<td>334</td>
<td>Social Enterprise in Nicaragua</td>
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<td>335</td>
<td>Strategies for Entertainment &amp; Media</td>
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<td>336</td>
<td>Catalyzing Social Impacts</td>
<td></td>
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<td>337</td>
<td>Managing Groups and Teams</td>
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<td>338</td>
<td>Behavioral Economics</td>
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<td>435</td>
<td>Multinational Firms</td>
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<td>436</td>
<td>Entrepreneurship</td>
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<td>438</td>
<td>Consulting</td>
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<td>439</td>
<td>Ethics for Leadership</td>
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<td>471</td>
<td>Applied Entrepreneurship</td>
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<tr>
<td>472</td>
<td>Corporate Strategy and M&amp;A</td>
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Related Courses – May substitute ONE for an elective course

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<td>352</td>
<td>Project Management &amp; Collaboration (ISOM)</td>
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<td>354</td>
<td>Strategic Modeling and Social Dynamics (ISOM)</td>
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<td>358</td>
<td>Decision Tools and Visualization (ISOM)</td>
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<td>Operations Strategy (ISOM)</td>
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<td>458</td>
<td>Psychology of Technology (ISOM)</td>
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<td>459</td>
<td>Process Analysis and Six Sigma (ISOM)</td>
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<tr>
<td>FILM 403 (formerly 373)</td>
<td>The Biz: American Film and Television Ind.</td>
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</tbody>
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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)
495 – Distressed Investing (Finance)

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 – International Law (Accounting)
332 – Corporate Social Resp. and Sustainability (O&M)
336 – Catalyzing Social Impact
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)
440 – Non-Profit Marketing Consulting (Marketing)
441 – Ideation (Marketing)
451 – Making Effective Decisions (ISOM)
452 – Healthcare Operations & Technology Management (ISOM)
457 – Economics and Psychology of Political Violence & Terrorism (ISOM)
458 – Psychology of Technology (ISOM)

Approved Emory College Elective_____________________________  ________  ________ (adviser’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.
313 – Advanced Managerial Accounting (Accounting)
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)
352 – Project Management & Collaboration
358 – Decision Tools (ISOM)
450 – Digital Markets (ISOM)
452 – Healthcare Operations & Technology Management (ISOM)
453 – Operations Strategy (ISOM)
455 – Forecasting and Predictive Analytics (ISOM)
459 – Process Analysis and Six Sigma (ISOM)
354 – Strategic Modeling and social Dynamics
Two of the following
334 – Social Enterprise in Nicaragua (O&M)  
341 – Marketing Seminar  
403 – Global Macroeconomic Perspectives (FIN)  
411 – International Law (Accounting)  
419 – Info & Global Capital Markets (Accounting)  
427 – International Finance (Finance)  
435 – Multinational Firms (O&M)  
448 – International Marketing (Marketing)  
450 – Foundations of Digital (ISOM)  
457 – Economics & Psychology of Political Violence & Terrorism (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 the list of business electives for International Business Area Depth

(Please specify the class number)  

Additional Requirements
Participation in BBA exchange or international internship  _____ Term  

Updated January 22, 2015