DECLARATION OF AREA DEPTH
2016 – 2018

• 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 to use a course not listed on this sheet. Courses taken abroad have been pre-approved to fulfill your designated area depths, so you do not need your advisor’s signature for these courses.
ACCOUNTING:

*Required Courses*

ACT 312A – Financial Reporting I
ACT 312B – Financial Reporting II

*TWO of the following Electives Required*

ACT 318 – Financial Intelligence for Entrepreneurs
ACT 400 or 401 – Accounting Elective Abroad
ACT 414 – Financial Statement Analysis
ACT 417 – Professional and Acct. Research
ACT 516 – Non-Profit Financial Reporting & Analysis
ACT 517 – Professional Accounting Research
ACT 518 – Entrepreneurial Accounting
ACT 612 – Advanced Financial Acct.
ACT 613 – Advanced Managerial Acct.
ACT 615 – Federal Income Tax
ACT 616 – Corporate & Partnership Tax.
ACT 617 – Professional Tax Research
ACT 618 – Auditing
ACT 619 – Info. & Global Capital Markets
BUS 991 – Accounting Elective Abroad

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

FIN - 321 – Finance and Econ of the Film Industry (Finance)
FIN - 322 – Financial Valuation...(Finance)
ISOM - 358 – Data Analytics and Visualization (ISOM)
ACT 409 – Accounting Elective Abroad
FIN - 420 – Advanced Corporate Finance (Finance)
FIN - 422 – Advanced Financial Markets (Finance)
FIN - 424 – Derivative Asset Analysis (Finance)
FIN - 425 – Real Estate Finance (Finance)
FIN - 426 – Bank Mgmt. and Financial Services (Finance)
FIN - 427 – International Finance (Finance)
FIN - 428 – Investment Banking (Finance)
OAM - 439 – Ethics for Leaders (O&M)

AUDITOR (CPA):

*Required Courses*

ACT 312A – Financial Reporting I
ACT 312B – Financial Reporting II
ACT 612 – Advanced Financial Accounting
ACT 615 – Federal Income Tax
ACT 618 – Auditing

*A selection of the following courses to equal at least 30 hours of accounting credit beyond Financial Accounting & Managerial Accounting*
ACT 318 - Financial Intelligence for Entrepreneurs
ACT 414 - Financial Statement Analysis
ACT 516– Non-Profit Financial Reporting & Analysis
ACT 517 – Professional Accounting Research
ACT 518–Entrepreneurial Accounting
ACT 613– Advanced Managerial Acct.
ACT 615– Corporate and Partnership Taxation
ACT 617 – Professional Tax Research
ACT 619- 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. The CPA requirements do not satisfy everything needed for the MPA. Students interested in the MPA program should talk to their advisor about this option.

INFORMATION SYSTEMS & OPERATIONS MGT:
Any four of the following courses may be selected
ISOM 352 – Project Mgmt. & Collaboration
ISOM 353 –Supply Chain Management
ISOM 354 – Strategic Modeling and Social Dynamics
ISOM 355 – Appcology: New Commerce Infrastructure
ISOM 356 – Analytics for e-Markets
ISOM 358 – Decision Tools & Visualization
ISOM 359 – Information in a World Gone Digital
ISOM 400 or 401 – ISOM Elective Abroad
ISOM 450– Foundations of Digital Markets
ISOM 451 – Making Effective Decisions
ISOM 452 – Healthcare Operations and Technology Management
ISOM 453 – Operations Strategy
ISOM 454 – Advanced Data Science
ISOM 455 – Forecasting and Predictive Analytics
ISOM 456 – Special Topics: Social Media
ISOM 457 – Economics and Psychology of Political Violence & Terrorism
ISOM 458 – Psychology of Technology
ISOM 459 – Process Analysis and Six Sigma
ISOM 461 – Strategic Decision Analysis
BUS 995 – ISOM Elective Abroad

Related Courses – May substitute ONE for an elective course
ISOM 409 – ISOM Elective Abroad
MKT 342 – Marketing Research and Customer Insights (Mkt)
MKT 343 – Digital Mktg. & Social Media Strategy (Mkt)
FIN 423 – Investments (Finance)
OAM 430 – Industry and Competitor Analysis (O&M)
OAM 432 – Negotiations (O&M)
OAM 433 – Leading and Managing Change (O&M) ________
MKT 449 – Marketing Strategy & CRM (Mkt) ________
ACT 619– Information and Global Capital Markets (Accounting)
Approved Computer Science Course: __________________________(advisor’s initials)

FINANCE:

Required
FIN 423 – Investments

Three of the following:
FIN 322 – Financial Valuation ________
FIN 325 – Financial Decisions/Boardroom ________
FIN 385 – Entrepreneurial Finance_______
FIN 389 – Mergers and Acquisitions ________
FIN 400 or 401 – Finance Elective Abroad ________
FIN 403 – Global Macroeconomic Perspectives ________
FIN 420 – Advanced Corporate Finance ________
FIN 421 – Corporate Governance & Restructuring ________
FIN 424 – Derivative Asset Analysis ________
FIN 426 – Bank Mgmt. and Financial Services ________
FIN 427 – International Finance ________
FIN 428 – Investment Banking ________
FIN 428B – Venture Capital & Private Equity ________
FIN 429 – Fixed Income ________
FIN 483 – Applied Investment Management ________
FIN 484 – Advanced Derivative Assets ________
FIN 485 – Private Equity Investing ________
FIN 487 – Global Derivatives Markets ________
FIN 495 – Distressed Investing ________
BUS 992 – Finance Elective Abroad

Related Courses – May substitute ONE for an elective course
ACT 318 – Financial Intelligence for Entrepreneurs ________
FIN 321 – Finance and Economics of Film Industry ________
FIN 324 – Sports Finance
FIN 382 – Real Estate Law ________
FIN 409 – Finance Elective Abroad ________
ACT 414 – Financial Statement Analysis (Accounting) ________
FIN 422 – Advanced Financial Markets ________
FIN 425 – Real Estate Finance ________
FIN 481 – Illiquid Alternative Investments ________
FIN 482 – Real Estate Market Analysis ________
FIN 486 – Real Estate Equity Investment ________
FIN 488 – Real Estate Development
FIN 489 – Advanced Real Estate Finance
FIN 497R – Finance Honors Seminar
ACT 619 – Info and Global Capital Markets (Acct.)

MARKETING:
A Minimum of One of the following Foundation Courses is required:
MKT 342 – Marketing Intelligence
MKT 343 – Digital Mktg. & Social Media Strategy
MKT 347 – Product & Brand Mgmt.
MKT 443 – Pricing Lab
MKT 462 – Market Research

Two additional courses from the following elective courses, or additional foundation courses from list above may be selected
MKT 341 – Marketing Seminar
MKT 344 – Market Analysis in Excel
MKT 346 – Consumer Behavior
MKT 348 – Sales and Business Development
MKT 400 or 401 – Marketing Elective Abroad
MKT 441 – Ideation
MKT 443 – Pricing Lab
MKT 442 – Marketing Consultancy Practicum
MKT 445 – Predictive Sports Analytics
MKT 446 – Marketing Communications
MKT 447 – Sports Marketing
MKT 448 – Mktg Channel Strategy & Retailing
MKT 449 – Marketing Strategy & CRM
BUS 994 – Marketing Elective Abroad

Related Courses – One more course from courses above or below:
FIN 324 – Sports Finance (Finance)
MKT 349 – Entertainment & Media Fieldwork
ISOM 352 – Project Mgmt. & Collaboration (ISOM)
ISOM 358 – Decision Tools and Visualization (ISOM)
MKT 409 – Marketing Elective Abroad
ACT 411 – International Business Abroad
ACT 414 – Financial Statement Analysis (Accounting)
FIN 420 – Advanced Corporate Finance (Finance)
OAM 430 – Competitive Advantage (O&M)
OAM 432 – Negotiations (O&M)
OAM 433 – Leading & Managing Change (O&M)
MKT 440 – Non-Profit Marketing Fieldwork
MKT 441 – Ideation
MKT 444 – Marketing Analytics Consulting
ISOM 450 – Foundations of Digital Enterprises (ISOM)
ISOM 453 – Operations Strategy (ISOM) 
ISOM 455 – Forecasting & Predictive Analytics (ISOM) 
ACT 611 – International Business Law (Acct.) 
Act 613 – Advanced Managerial Accounting (Acct.) 
Approved ECON, PSYC, or SOC class 

STRATEGY & MANAGEMENT CONSULTING:

Any four of the following elective courses may be selected

OAM 332 – Corp. Social Resp. & Sustain 
OAM 333 – Sports Management 
OAM 334 – Social Enterprise in Nicaragua 
OAM 335 – Strategies for Entertainment & Media 
OAM 336 – Catalyzing Social Impacts 
OAM 337 – Managing Groups and Teams 
OAM 338 – Behavioral Economics 
OAM 400 or 401 – O&M Elective Abroad 
OAM 430 – Industry and Competitor Analysis 
OAM 431 – Social Enterprise 
OAM 432 – Negotiations 
OAM 433 – Leading & Managing Change 
OAM 434 – Psychology of Leadership 
OAM 435 – Multinational Firms 
OAM 436 – Entrepreneurship 
OAM 438 – Consulting 
OAM 439 – Ethics for Leadership 
OAM 460 – Strategic Networks 
OAM 471 – Applied Entrepreneurship 
OAM 472 – Corporate Strategy and M&A 
OAM 473 – Applied Lean Startup 
BUS 993 – O&M Elective Abroad 

Related Courses – May substitute ONE for an elective course

ACT 318 – Financial Intelligence for Entrepreneurs 
ACT 613 – Advanced Managerial Accounting (Accounting) 
MKT 347 – Product and Brand Management (Marketing) 
ISOM 352 – Project Management & Collaboration (ISOM) 
ISOM 354 – Strategic Modeling and Social Dynamics (ISOM) 
ISOM 358 – Decision Tools and Visualization (ISOM) 
FIN 385 – Entrepreneurial Finance (Finance) 
OAM 409 – O&M Elective Abroad 
ACT 414 – Financial Statement Analysis (Accounting) 
FIN 420 – Advanced Corporate Finance (Finance) 
FIN 421 – Corporate Governance & Restructuring (Finance) 
FIN 428B – Venture Capital & Private Equity (Finance) 
MKT 442 – Applied Integrated Marketing Communication (Marketing) 
MKT 446 – Integrated Marketing Communication (Marketing)
MKT 448 – Mktg Channel Strategy & Retailing (Marketing) ______
MKT 449 – Marketing Strategy & Customer Relationship Mgmt. (Marketing) ______
ISOM 451 – Making Effective Decisions (ISOM) ______
ISOM 453 – Operations Strategy (ISOM) ______
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_
FIN 425 – Real Estate Mgmt/Finance ______

two of the following elective courses
FIN 382 – Real Estate Law ______
FIN 482 – Real Estate Market Analysis (Finance) ______
FIN 486 – Real Estate Equity Investment (Finance) ______
FIN 488 – Real Estate Development (Finance) ______
FIN 489 – Advanced Real Estate Finance (Finance) ______
_or one elective above and one course below_
OAM 432 – Negotiations (O&M) ______
MKT 348 – Sales and Business Development (Marketing) ______
ISOM 451 – Making Effective Decisions (ISOM) ______
FIN 495 – Distressed Investing (Finance) ______

**BUSINESS AND SOCIETY** (Secondary depth must be completed in conjunction with primary depth.)

_three of the following courses. No more than one from any academic area_
ACT 411 – International Law (Accounting) ______
OAM 332 – Corporate Social Resp. and Sustainability (O&M) ______
OAM 334 – Social Enterprise in Nicaragua (O&M) ______
OAM 336 – Catalyzing Social Impact (O&M) ______
OAM 431 – Social Enterprise (O&M) ______
OAM 433 – Leading/Manage Change (O&M) ______
OAM 437 – Leading for Creativity and Innovation (O&M) ______
OAM 439 – Ethics for Leaders (O&M) ______
MKT 441 – Ideation (Marketing) ______
ISOM 451 – Making Effective Decisions (ISOM) ______
ISOM 452 – Healthcare Operations & Technology Management (ISOM) ______
ISOM 457 – Economics and Psychology of Political Violence & Terrorism (ISOM) ______
ISOM 458 – Psychology of Technology (ISOM) ______
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._
ACT 318 – Financial Intelligence for Entrepreneurs________
MKT 342 – Market Intelligence (Marketing) 
ISOM 352 – Project Management & Collaboration (ISOM) 
ISOM 354 – Strategic Modeling and Social Dynamics (ISOM) 
ISOM 356 – Analytics for E-Markets (ISOM) 
ISOM 358 – Decision Tools (ISOM) 
ACT 414 – Financial Statement Anal. (Accounting) 
FIN 420 – Advanced Corp. Finance (Finance) 
FIN 422 – Advanced Fin. Markets (Finance) 
OAM 430 – Advanced Strategic Management (O&M) 
OAM 438 – Consulting (O&M) 
MKT 444 – Marketing Analytics Consultancy (Marketing) 
MKT 449 – Marketing Strategy (Marketing) 
ISOM 450 – Digital Markets (ISOM) 
ISOM 452 – Healthcare Operations & Technology Management (ISOM) 
ISOM 453 – Operations Strategy (ISOM) 
ISOM 454 – Strategic Modeling and Social Dynamics 
ISOM 455 – Forecasting and Predictive Analytics (ISOM) 
ISOM 459 – Process Analysis and Six Sigma (ISOM) 
ACT 613 – Advanced Managerial Accounting (Accounting) 

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

Two of the following
OAM 332 – Business and Society (O&M) 
OAM 334 – Social Enterprise in Nicaragua (O&M) 
MKT 341 – Marketing Seminar (Mkt) 
ISOM 353 – Supply Chain Management 
FIN 403 – Global Macroeconomic Perspectives (Finance) 
ACT 411 – International Law (Accounting) 
ACT 619 – Info & Global Capital Markets (Accounting) 
FIN 427 – International Finance (Finance) 
OAM 435 – Multinational Firms (O&M) 
ISOM 450 – Foundations of Digital (ISOM) 
ISOM 457 – Economics & Psychology of Political Violence & Terrorism (ISOM) 
FIN 487 – Global Derivatives Markets (Finance) 

One of the following options
Approved Emory College Class (advisor’s initials) 
Approved Class Abroad (Abroad classes are already approved by Valerie Molyneaux) 

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

**One of the following required**

OAM 436 – Entrepreneurship (O&M)________
OAM 471 – Applied Entrepreneurship (O&M)________
OAM 473 – Applied Lean Startup (O&M)________
FIN 385 – Entrepreneurial Finance (Finance)

**Two of the following**

ACT 318 – Financial Intelligence for Entrepreneurs________
ACT 518 – Entrepreneurial Accounting (Accounting)________
FIN 322 – Financial Valuation (Finance)________
FIN 428B – Venture Capital and Private Equity (Finance)________
FIN 485 – Entrepreneurial Private Equity (Finance)________
ISOM 355 – Appcology (ISOM)________
ISOM 356 – Think Code Make (ISOM)________
ISOM 359 – Innovation in a Digital World (ISOM)________
OAM 430 – Competitive Analysis (O&M)________
OAM 431 – Social Enterprise (O&M)________
MKT 342 – Marketing Intelligence & Customer Insights (Marketing)________
MKT 348 – Sales and Business Development (Marketing)________

Or one additional course from the list above________

*Updated December 12, 2017*