DECLARATION OF AREA DEPTH  
2016 and Beyond

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

TWO of the following Electives Required
313 – Financial Intelligence for Entrepreneurs
414 – Financial Statement Analysis
417 – Professional and Acct. Research
516AC – Non-Profit Financial Reporting & Analysis
518AC – Entrepreneurial Accounting
612AC – Advanced Financial Acct.
613AC – Advanced Managerial Acct.
615AC – Federal Income Tax
616AC – Corporate & Partnership Tax.
617AC – Professional Tax Research
618AC – Auditing
619AC – Info. & Global Capital Markets

Related Courses – May substitute ONE for an elective course
321 – Finance and Econ of the Film Industry (Finance)
322 – Financial Valuation... (Finance)
358 – Data Analytics and Visualization (ISOM)
420 – Advanced Corporate Finance (Finance)
422 – Advanced Financial Markets (Finance)
424 – Derivative Asset Analysis (Finance)
425 – Real Estate Finance (Finance)
426 – Bank Mgmt. and Financial Services (Finance)
427 – International Finance (Finance)
428 – Investment Banking (Finance)
439 – Ethics for Leaders (O&M)
611AC – International Law

AUDITOR (CPA):

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

A selection of the following courses to equal at least 30 hours of accounting credit beyond Financial Accounting & Managerial Accounting*
313 – Financial Intelligence for Entrepreneurs
414 - Financial Statement Analysis
417 - Professional Accounting Res.
*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*

- 352 – Project Mgmt. & Collaboration
- 353 – Supply Chain Management
- 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**

- 342 – Marketing Research and Customer Insights (Mkt)
- 343 – Digital Mktg. & Social Media Strategy (Mkt)
- 423 – Investments (Finance)
- 430 – Industry and Competitor Analysis (O&M)
- 432 – Negotiations (O&M)
- 433 – Leading and Managing Change (O&M)
- 449 – Marketing Strategy & CRM (Mkt)
- 619AC – Information and Global Capital Markets (Accounting)

Approved Computer Science Course: __________________________(advisor’s initials)
FINANCE:

Required
423 – Investments

Three of the following:
322 – Financial Valuation
325 – Financial Decisions/Boardroom
385 – Entrepreneurial Finance
389 – Mergers and Acquisitions
403 – Global Macroeconomic Perspectives
420 – Advanced Corporate Finance
421 – Corporate Governance & Restructuring
424 – Derivative Asset Analysis
426 – Bank Mgmt. and Financial Services
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
487 – Global Derivatives Markets
495 – Distressed Investing

Related Courses – May substitute ONE for an elective course
313 – Financial Intelligence for Entrepreneurs
321 – Finance and Economics of Film Industry
324 – Sports Finance
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
619AC – Info and Global Capital Markets (Acct.)

MARKETING:

A Minimum of One of the following Foundation Courses is Required:
342 – Marketing Intelligence
343 – Digital Mktg. & Social Media Strategy
347 – Product & Brand Mgmt.
Two additional courses from the following elective courses, or additional foundation courses from list above may be selected
341 – Marketing Seminar
344 – Market Analysis in Excel
346 – Consumer Behavior
348 – Sales and Business Development
442 – Marketing Consultancy Practicum
445 – Predictive Sports Analytics
446 – Marketing Communications
447 – Sports Marketing
448 – Mktg Channel Strategy & Retailing
449 – Marketing Strategy & CRM

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

STRATEGY & MANAGEMENT CONSULTING:
Any four of the following elective courses may be selected
332 – Corp. Social Resp. & Sustain
333 – Sports Management
334 – Social Enterprise in Nicaragua
335 – Strategies for Entertainment & Media
336 – Catalyzing Social Impacts
337 – Managing Groups and Teams
338 – Behavioral Economics
430 – Industry and Competitor Analysis
431 – Social Enterprise
432 – Negotiations
433 – Leading & Managing Change
434 – Psychology of Leadership
435 – Multinational Firms
436 – Entrepreneurship
438 – Consulting
439 – Ethics for Leadership
471 – Applied Entrepreneurship
472 – Corporate Strategy and M&A
473 – Applied Lean Startup

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

313 – Financial Intelligence for Entrepreneurs
613AC – Advanced Managerial Accounting (Accounting)
347 – Product and Brand Management (Marketing)
352 – Project Management & Collaboration (ISOM)
354 – Strategic Modeling and Social Dynamics (ISOM)
358 – Decision Tools and Visualization (ISOM)
385 – Entrepreneurial Finance (Finance)
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)
448 – Mktg Channel Strategy & Retailing (Marketing)
449 – Marketing Strategy & Customer Relationship Mgmt. (Marketing)
451 – Making Effective Decisions (ISOM)
453 – Operations Strategy (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) ________
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.

611AC – International Law (Accounting) ________
332 – Corporate Social Resp. and Sustainability (O&M) ________
334 – Social Enterprise in Nicaragua (O&M) ________
336 – Catalyzing Social Impact (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) ________
452 – Healthcare Operations & Technology Management (ISOM) ________
457 – Economics and Psychology of Political Violence & Terrorism (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.

313 – Financial Intelligence for Entrepreneurs ________
342 – Market Intelligence (Marketing) ________
352 – Project Management & Collaboration (ISOM) ________
354 – Strategic Modeling and social Dynamics (ISOM) ________
356 – Analytics for E-Markets (ISOM) ________
358 – Decision Tools (ISOM) ________
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) ________
444 – Marketing Analytics Consultancy (Marketing) ________
449 – Marketing Strategy (Marketing) ________
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) ________
613AC – Advanced Managerial Accounting (Accounting) ________
**INTERNATIONAL BUSINESS:** (Secondary depth must be completed in conjunction with primary area depth.)

*Two of the following*
332 – Business and Society (O&M)________
334 – Social Enterprise in Nicaragua (O&M) ________
341 – Marketing Seminar (Mkt)________
403 – Global Macroeconomic Perspectives (Finance) ________
611AC – International Law (Accounting) ________
619AC – Info & Global Capital Markets (Accounting) ________
427 – International Finance (Finance) ________
435 – Multinational Firms (O&M) ________
450 – Foundations of Digital (ISOM) ________
457 – Economics & Psychology of Political Violence & Terrorism (ISOM) ________
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*
436 – Entrepreneurship (O&M)________
471 – Applied Entrepreneurship (O&M)________
473 – Applied Lean Startup (O&M)________
385 – Entrepreneurial Finance (Finance)

*TWO of the following*
313 – Financial Intelligence for Entrepreneurs________
518AC – Entrepreneurial Accounting (Accounting)________
322 – Financial Valuation (Finance)________
428B – Venture Capital and Private Equity (Finance)________
485 – Entrepreneurial Private Equity (Finance)________
355 – Appcology (ISOM)________
356 – Think Code Make (ISOM)________
359 – Innovation in a Digital World (ISOM)________
430 – Competitive Analysis (O&M)________
431 – Social Enterprise (O&M)________
342 – Marketing Intelligence & Customer Insights (Marketing)________
348 – Sales and Business Development (Marketing)________
Or one additional course from the list above________

Updated March 21, 2017