**AREA DEPTHS**

- 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.**

**ACCOUNTING**

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Elective Courses</th>
<th>Related Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-CPA</strong></td>
<td><strong>Two of the following</strong></td>
<td><strong>May substitute one for an elective course</strong></td>
</tr>
<tr>
<td>312A - Financial Reporting I</td>
<td>358 - Data Analytics and Visualization (ISOM)</td>
<td></td>
</tr>
<tr>
<td>312B - Financial Reporting II</td>
<td>411 - International Business Law</td>
<td></td>
</tr>
<tr>
<td>412 - Advanced Financial Accounting</td>
<td>421 - Corp. Governance &amp; Firm Value (Finance)</td>
<td></td>
</tr>
<tr>
<td>414 - Financial Statement Analysis</td>
<td>428B - Venture Capital &amp; Private Equity (Finance)</td>
<td></td>
</tr>
<tr>
<td>415 - Federal Income Tax</td>
<td>439 - Ethics for Leaders (O&amp;M)</td>
<td></td>
</tr>
<tr>
<td>416 - Corporate and Partnership Taxation</td>
<td>437 - Professional Accounting Research</td>
<td></td>
</tr>
<tr>
<td>417 - Professional Accounting Research</td>
<td>418 - Auditing</td>
<td></td>
</tr>
<tr>
<td>418 - Auditing</td>
<td>419 - Information and Global Capital Markets</td>
<td></td>
</tr>
</tbody>
</table>

**Auditor (CPA)**

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>A selection of the following courses to equal at least 30 hours of accounting credit beyond Financial Accounting &amp; Managerial Accounting*</th>
<th><strong>NOTE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>312A - Financial Reporting I (Fall)</td>
<td>*313 - Advanced Managerial Accounting</td>
<td>*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 &amp; BUS 211 for the state of GA</td>
</tr>
<tr>
<td>312B - Financial Reporting II (Spring)</td>
<td>414 - Financial Statement Analysis (Spring)</td>
<td></td>
</tr>
<tr>
<td>412 - Advanced Financial Acct. (Spring)</td>
<td>416 - Corporate and Partnership Taxation (Spring)</td>
<td></td>
</tr>
<tr>
<td>415 - Federal Income Tax (Fall)</td>
<td>417 - Professional Accounting Res. (Fall)</td>
<td></td>
</tr>
<tr>
<td>418 - Auditing (Fall)</td>
<td>419 - Information and Global Capital Markets (Fall)</td>
<td></td>
</tr>
</tbody>
</table>

**FINANCE**

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Elective Courses</th>
<th>Related Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Three of the following</strong></td>
<td><strong>May substitute one for an elective course</strong></td>
<td></td>
</tr>
<tr>
<td>423 - Investments</td>
<td>322 – Financial Valuation: Theory &amp; Prac. of Valuing a Business</td>
<td>321 - Finance and Economics of the Film Industry</td>
</tr>
<tr>
<td>403 - Global Macroeconomic Perspectives</td>
<td>324 - Sports Finance</td>
<td></td>
</tr>
<tr>
<td>420 - Advanced Corporate Finance</td>
<td>382 - Real Estate Law</td>
<td></td>
</tr>
<tr>
<td>421 - Corp. Governance &amp; Firm Value</td>
<td>414 - Financial Statement Analysis (Accounting)</td>
<td></td>
</tr>
<tr>
<td>424 - Derivative Asset Analysis</td>
<td>422 - Advanced Financial Markets</td>
<td></td>
</tr>
<tr>
<td>426 - Bank Management and Financial Services</td>
<td>425 - Real Estate Finance</td>
<td></td>
</tr>
<tr>
<td>427 - International Finance</td>
<td>491 - Iliquid Alternative Investments</td>
<td></td>
</tr>
<tr>
<td>428 - Investment Banking</td>
<td>482 - Real Estate Market Analysis</td>
<td></td>
</tr>
<tr>
<td>428B - Venture Capital &amp; Private Equity</td>
<td>486 - Real Estate Equity Investment</td>
<td></td>
</tr>
<tr>
<td>429 - Fixed Income</td>
<td>488 - Real Estate Development &amp; Investment</td>
<td></td>
</tr>
<tr>
<td>483 - Applied Investment Management</td>
<td>489 - Advanced Real Estate Finance</td>
<td></td>
</tr>
<tr>
<td>484 – Advanced Derivative Assets</td>
<td>497 - Finance Honors Seminar</td>
<td></td>
</tr>
<tr>
<td>485 - Private Equity Investing</td>
<td>487 - Global Derivatives Markets</td>
<td></td>
</tr>
<tr>
<td>495 - Distressed Investing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Courses marked with * are offered intermittently*
# INFORMATION SYSTEMS & OPERATIONS MANAGEMENT

<table>
<thead>
<tr>
<th>Four of the following courses</th>
<th>Related courses May substitute one for an elective course</th>
</tr>
</thead>
<tbody>
<tr>
<td>*352 - Project Mgmt. &amp; Collaboration</td>
<td>342 – Marketing Intelligence &amp; Cust Insights (Marketing)</td>
</tr>
<tr>
<td>354 - Strategic Modeling and Social Dynamics</td>
<td>343 - Digital Mkgt. &amp; Social Media Strategy (Marketing)</td>
</tr>
<tr>
<td>356 – Analytics for e-Markets</td>
<td>423 - Investments (Finance)</td>
</tr>
<tr>
<td>358 - Data Analytics and Visualization</td>
<td>420 - Healthcare Operations &amp; Technology Management (Marketing)</td>
</tr>
<tr>
<td>359 - Innovation in a World Gone Digital</td>
<td>421 – Operations Strategy (ISOM)</td>
</tr>
<tr>
<td>450 - Found. of Digital Enterprises and Markets</td>
<td>453 - Product &amp; Brand Management (Marketing)</td>
</tr>
<tr>
<td>451 - Making Effective Decisions</td>
<td>454 - Advanced Data Science Approved computer science class</td>
</tr>
<tr>
<td>452 - Healthcare Operations &amp; Technology Management</td>
<td>455 - Forecasting &amp; Predictive Analytics</td>
</tr>
<tr>
<td>453 - Operations Strategy</td>
<td>*456 - Special Topics: Social Media and Virtual Communities</td>
</tr>
<tr>
<td>454 - Advanced Data Science</td>
<td>457 - Economics and Psychology of Political Violence &amp; Terrorism</td>
</tr>
<tr>
<td>455 - Forecasting &amp; Predictive Analytics</td>
<td>458 - Psychology of Technology</td>
</tr>
<tr>
<td>*456 - Special Topics: Social Media and Virtual Communities</td>
<td>459 - Process Analysis and Six Sigma</td>
</tr>
</tbody>
</table>

## MARKETING

**Choose 1 from list A**

| List A |  
|-----------------|---------------------------------------------------|
| 342 - Mktg. Intelligence & Cust. Insights | 341 - Marketing Seminar (Global) |
| 343 - Digital Mkgt. & Social Media Strategy | 346 - Consumer Behavior |
| 347 - Product & Brand Management | 348 - Sales and Business Development |
| 449 – Marketing Strategy & CRM | 446 – Advertising & Marketing Communications |
| **450 – Found. of Digital Enterprises and Markets (ISOM)** | *447 - Sports Marketing |
| 451 - Making Effective Decisions | 448 – Mktg Channel Strategy & Retailing |

**Choose two from the combined set of list A and list B**

| List B |  
|-----------------|---------------------------------------------------|
| 342 - Mktg. Intelligence & Cust. Insights | 341 - Marketing Seminar (Global) |
| 343 - Digital Mkgt. & Social Media Strategy | 346 - Consumer Behavior |
| 347 - Product & Brand Management | 348 - Sales and Business Development |
| 449 – Marketing Strategy & CRM | 446 – Advertising & Marketing Communications |
| **450 – Found. of Digital Enterprises and Markets (ISOM)** | *447 - Sports Marketing |
| 451 - Making Effective Decisions | 448 – Mktg Channel Strategy & Retailing |

**Choose one from the combined set of lists A, B, and C**

| List C |  
|-----------------|---------------------------------------------------|
| 349 – Entertainment & Media Marketing** | *352 - Project Mgmt. & Collaboration (ISOM) |
| 440 - Non-Profit Marketing Consulting** | 358 - Data Analytics and Visualization (ISOM) |
| 441 - Ideation** | 450 - Found. of Digital Enterprises and Markets (ISOM) |
| 442 – Adv & Mkgt Commun Consulting** | 453 - Operations Strategy (ISOM) |
| *444 - Marketing Analytics Consulting** | 455 - Forecasting & Predictive Analytics (ISOM) |
| *313 - Advanced Managerial Accounting (Accounting) | 430 - Competitive Advantage (O&M) |
| 411 – International Business Law (Accounting) | 432 - Negotiations (O&M) |
| 414 - Financial Statement Analysis (Accounting) | *433 - Leading & Managing Change (O&M) |
| 324 - Sports Finance (Finance) | *445 – Predictive Sports Analytics |
| 420 - Advanced Corporate Finance (Finance) | Approved econ, psyc, or soc class |

**Elective Courses**

<table>
<thead>
<tr>
<th>Elective Courses</th>
<th>Related Courses May substitute one for an elective course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four of the following</td>
<td></td>
</tr>
<tr>
<td>332 – Business &amp; Society</td>
<td>*313 - Advanced Managerial Accounting (Accounting)</td>
</tr>
<tr>
<td>333 - Sports Management</td>
<td>347 - Product and Brand Mgmt. (Marketing)</td>
</tr>
<tr>
<td>334 - Social Enterprise in Nicaragua</td>
<td>*352 - Project Mgmt. &amp; Collaboration (ISOM)</td>
</tr>
<tr>
<td>335 - Strategies for Entertainment &amp; Media</td>
<td>354 – Strategic Modeling and Social Dynamics (ISOM)</td>
</tr>
<tr>
<td>336 - Catalyzing Social Impacts</td>
<td>358 - Data Analytics and Visualization (ISOM)</td>
</tr>
<tr>
<td>*337 - Managing Groups &amp; Teams</td>
<td>414 - Financial Statement Analysis (Accounting)</td>
</tr>
<tr>
<td>338 - Behavioral Economics</td>
<td>420 - Advanced Corporate Finance (Finance)</td>
</tr>
<tr>
<td>430 - Competitive Advantage</td>
<td>421 - Corp. Governance &amp; Firm Value (Finance)</td>
</tr>
<tr>
<td>431 - Social Enterprise</td>
<td>428B – Venture Capital &amp; Private Equity (Finance)</td>
</tr>
<tr>
<td>432 - Negotiations</td>
<td>442 – Adv &amp; Mkgt Commun Consulting (Marketing)</td>
</tr>
<tr>
<td>*433 - Leading &amp; Managing Change</td>
<td>446 – Advertising &amp; Mktg Communications (Marketing)</td>
</tr>
<tr>
<td>434 - Psychology of Leadership</td>
<td>449 – Marketing Strategy &amp; CRM (Marketing)</td>
</tr>
<tr>
<td>435 - Multinational Firms</td>
<td>451 - Making Effective Decisions (ISOM)</td>
</tr>
<tr>
<td>436 - Entrepreneurship</td>
<td>453 - Operations Strategy (ISOM)</td>
</tr>
<tr>
<td>*438 - Consulting</td>
<td>458 - Psychology of Technology (ISOM)</td>
</tr>
<tr>
<td>*439 - Ethics for Leaders</td>
<td>459 - Process Analysis and Six Sigma (ISOM)</td>
</tr>
<tr>
<td>*471 - Applied Entrepreneurship</td>
<td>FILM 403 - The Biz</td>
</tr>
<tr>
<td>*472 - Corporate Strategy and M&amp;A</td>
<td>Approved econ, psyc, or soc class</td>
</tr>
</tbody>
</table>
**SECONDARY AREA DEPTHS**

(MUST BE COMPLETED IN CONJUNCTION WITH A PRIMARY AREA DEPTH)

****ANALYTIC CONSULTING**

<table>
<thead>
<tr>
<th>Three of the following courses, no more than one from any academic area</th>
</tr>
</thead>
<tbody>
<tr>
<td>313 – Advanced Managerial Accounting (Accounting)</td>
</tr>
<tr>
<td>342 - Marketing Research and Customer Insights (Marketing)</td>
</tr>
<tr>
<td>*352 – Project Management &amp; Collaboration (ISOM)</td>
</tr>
<tr>
<td>354 – Strategic Modeling &amp; Social Dynamics (ISOM)</td>
</tr>
<tr>
<td>356 – Analytics for e-Markets (ISOM)</td>
</tr>
<tr>
<td>358 - Data Analytics and Visualization (ISOM)</td>
</tr>
<tr>
<td>414 - Financial Statement Analysis (Accounting)</td>
</tr>
<tr>
<td>420 - Advanced Corporate Finance (Finance)</td>
</tr>
<tr>
<td>422 - Advanced Financial Markets (Finance)</td>
</tr>
</tbody>
</table>

****BUSINESS & SOCIETY**

<table>
<thead>
<tr>
<th>Three of the following courses, no more than one from any academic area</th>
</tr>
</thead>
<tbody>
<tr>
<td>332 – Business &amp; Society (O&amp;M)</td>
</tr>
<tr>
<td>334 – Social Enterprise in Nicaragua (O&amp;M)</td>
</tr>
<tr>
<td>336 - Catalyzing Social Impacts (O&amp;M)</td>
</tr>
<tr>
<td>411 - International Business Law (Accounting)</td>
</tr>
<tr>
<td>431 - Social Enterprise (O&amp;M)</td>
</tr>
<tr>
<td>*433 - Leading &amp; Managing Change (O&amp;M)</td>
</tr>
<tr>
<td>437 - Leading for Creativity &amp; Innovation (O&amp;M)</td>
</tr>
</tbody>
</table>

Approved Emory College elective - see Advisor

****INTERNATIONAL BUSINESS**

<table>
<thead>
<tr>
<th>Two of the following courses</th>
<th>One of the following options</th>
<th>Additional Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>334 - Social Enterprise in Nicaragua (O&amp;M)</td>
<td>Approved Emory College elective - see Advisor</td>
<td>Participation in BBA exchange or international internship</td>
</tr>
<tr>
<td>341 - Marketing Seminar (Marketing)</td>
<td>Approved Class Abroad</td>
<td></td>
</tr>
<tr>
<td>403 - Global Macroeconomic Perspectives (Finance)</td>
<td>OR one more from column 1</td>
<td></td>
</tr>
<tr>
<td>411 – International Business Law (Accounting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>419 - Information and Global Capital Markets (Accounting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>427 - International Finance (Finance)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>435 - Multinational Firms (O&amp;M)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>450 - Found. of Digital Enterprises and Markets (ISOM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>457 - Econ. &amp; Psychology of Political Violence &amp; Terrorism (ISOM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>487 - Global Derivatives Markets (Finance)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

****REAL ESTATE**

<table>
<thead>
<tr>
<th>One required course</th>
<th>Plus 2 elective courses, OR 1 elective course and 1 related course</th>
<th>Related courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses</td>
<td>Elective courses</td>
<td></td>
</tr>
<tr>
<td>425 - Real Estate Finance</td>
<td>382 - Real Estate Law</td>
<td>348 - Sales &amp; Business Development (Marketing)</td>
</tr>
<tr>
<td></td>
<td>482 - Real Estate Market Analysis (Finance)</td>
<td>432 - Negotiations (O&amp;M)</td>
</tr>
<tr>
<td></td>
<td>486 - Real Estate Equity Investment (Finance)</td>
<td>451 - Making Effective Decisions (ISOM)</td>
</tr>
<tr>
<td></td>
<td>488 - Real Estate Development &amp; Investment (Finance)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>489 - Advanced Real Estate Finance (Finance)</td>
<td></td>
</tr>
</tbody>
</table>

** These Area Depths must be completed in conjunction with a primary Area Depth.