



AREA DEPTHS

CLASS OF 2025 and BEYOND

AREA DEPTH OVERVIEW:

- All BBA students must complete **at least 6 business electives** to include **at least 1 area depth**. Each area depth requires a **minimum of 4 courses**, although students are encouraged to consider completing more than the minimum number of classes for a depth.

Area depths: Accounting, Analytical Consulting, Business & Society, Entrepreneurship, Finance, Information Systems & Operations Management, International Business, Marketing, Organization & Management, Real Estate

- Students may opt to complete more than one area depth.
- The structure of area depths differs from depth to depth – most, but not all, require a specific flex core in addition to area electives and some depths dictate that at least one course must be taken from a subset of the area’s electives. It is therefore important to carefully read the information attached to each depth to gain an understanding of the depth’s requirements and restrictions.
- In all cases, a student may count **only 1 course from the “related courses” column** towards a given depth.
- The BBA Program additionally offers [collaborative concentrations](#) in partnership with specific departments in Emory College. Participation is available by application. They are distinct from the area depths and do not appear in further detail on this document. Concentrations: Arts Management, Business Across Disciplinary Boundaries, Environmental Management, Film & Media Management, Health Innovation

COURSE SHARING/BRIDGING:

- Some courses are listed in more than one depth. Students wishing to pursue two area depths may use **1 and only 1** listed elective to fulfill the requirements in two depths. This course serves as a bridge between the two areas.

AREA DEPTH MATH:

- **One** area depth = 4 electives (note: all BBAs must take at least 6 business electives, the remaining 2 may be in any area)
- **Two** area depths = 8 electives total, or 7 unique electives if one is a bridge elective
- **Three** area depths = 12 electives total, or 10 unique electives if two different bridge electives are used (note: only one related elective may be counted towards a given depth)

TRACKING YOUR AREA DEPTHS:

- Once you add an area depth in OPUS, you will be able to track your progress towards it along with your other business requirements and your GERs in the degree tracker. You can add, drop, or modify area depths as desired. In Summer 2023, Goizueta is being onboarded into the OPUS online undergraduate major/minor declaration, which will also permit selection and modification of area depths. We anticipate this process will launch for BBAs in the Fall.

FOR STUDENTS STUDYING ABROAD:

- All BBA students must take **at least 4 business electives physically at GBS**.
- If a student takes 2 electives abroad toward the same depth, **the second class may only count as a related/bridge elective**.
- Students may only take **one related (bridge) elective abroad**.

FUNCTIONAL AREA DEPTHS

ACCOUNTING (ACT)

Recommended Flex Core Course (Not Required)		
300 - Business Analysis and Valuation ^{M,P} (FA/SP)		
Elective Courses		
Choose ANY FOUR of the following courses across the three subdomains		
Consulting & Performance Analysis	Financial Reporting & Taxation	Investment Banking & Security Analysis
399R - Strategic Cost Management ^{M,P} (FA/SP)	312A - Financial Reporting of Operations ^{M,P} (FA)	399R - Firm Fundamentals & Mispricing (FA)
399R - Sustainability Measurement & Reporting (FA)	312B - Financial Reporting of Debt and Equity ^{M,P} (SP)	399R - LedgerTech: Blockchain & Crypto (SP)
420 - Accounting Analytics: Insights for Action ^{M,P} (FA)	330 - Personal Financial Planning ^{P2} (SP)	399R - Machine Learning for Fund. Analysis (SP)
499R - Corporate Political Strategy (FA)	516 - Government & Nonprofit Organizations ^{P1}	650 (formerly 612) - Bus. Comb. & Multi. Ops ^{P1} (FA)
499R - Performance Management for Strategy ^{M,P1} (SP)	615 - Federal Income Taxation ^{M,P} (FA)	
	616 - Corp. & Partnership Taxation ^{P2} (SP)	
	618 - Auditing ^{M,P} (SP)	
Related Courses		
May substitute <u>one</u> for an Elective Course		
FIN 420 - Advanced Corporate Finance (SP)	ISOM 475 - Data Visualization (FA)	OAM 430 - Competitive Advantage (FA)
FIN 422 - Advanced Financial Markets (SP)	MKT 342 - Data Driven Market Intelligence (SP)	OAM 433 - Leading and Managing Change (FA)
FIN 483 - Applied Investment Management (SP)	MKT 347 - Product & Brand Management (FA)	OAM 438 - Management Consulting (SP)
ISOM 455 – Superforecasting Tools (SP)	MKT 443 - Monetization & Pricing Strategy (SP)	OAM 499R - People Analytics (SP)
ISOM 456 - Intro to Business Data Analytics (FA)	MKT 462 - Customer Lifetime Valuation (FA)	

^M Students wishing to pursue the **Certified Management Accounting (CMA)** certification should take all courses designated ‘M’. The CMA is an international certification.

^{P,P1,P2} Students wishing to pursue the **Certified Public Accountant (CPA)** certification should take all courses designated ‘P’ and either the exam SECTION 1 courses (designated ‘P1’) or the exam SECTION 2 courses (designated ‘P2’). Students should also take the Business Ethics course. Students who intend to sit for the CPA exam in Georgia (and most other states) must earn 150 credit hours, including 30 hours of accounting courses beyond ACT 200 and ACT 300.

Students planning to pursue the full slate of courses recommended for CPA certification are encouraged to consider the integrated Master of Professional Accounting (MPA) joint degree program in conjunction with their BBA. Students considering the MPA Program should take their accounting elective coursework at the graduate level (this will be 500 or 600) so that those courses will count towards the degree. These courses are the same as the 300 or 400 level version with an extra deliverable. **Please contact Prof. Jeff Byrne (jeffrey.adam.byrne@emory.edu) for advice on the Master of Professional Accounting program.**

FINANCE (FIN)

Required Flex Core Course		
323 – Investments (FA/SP)		
Elective Courses		
Four of the following		
322 - IMPACT360: Strategic Valuation (SP)	424 - Derivatives (FA)	430 - Foundations of FinTech (SP)
389 - Mergers and Acquisitions (FA)	427 - International Finance (FA/SP)	483 - Applied Investment Management (SP)
400 - Finance elective abroad	428 - Investment Banking (SP)	484 - Advanced Derivative Assets (SP)
401 - Finance elective abroad-global	428B - Venture Capital & Private Equity (SP)	485 - Entrepreneurial Private Equity (FA)
403 - Global Macroeconomic Perspectives (SP)	429 - Fixed Income (FA)	495 - Distressed Investing (SP)
420 - Advanced Corporate Finance (SP)		
Related Courses		
May substitute <u>one</u> for an Elective Course		
ACT 300 - Bus. Anal. & Val. (FA/SP) <i>(if not taken as flex core)</i>	FIN 422 - Advanced Financial Markets (SP)	FIN 489 - Advanced Real Estate Finance (SP)
ACT 420 - Accounting Analyt.: Insights for Action (FA)	FIN 425 - Real Estate Finance (FA/SP)	MKT 462 - Customer Lifetime Valuation (FA)
ACT 616 - Corporate & Partnership Taxation (SP)	FIN 481 - Frontiers and Illiquid Assets (FA)	OAM 385 - Entrepreneurial Practicum (FA)
FIN 321 - Economics and Finance of Film (SP)	FIN 482 - Real Estate Market Analysis (FA)	OAM 499R - Venture Cap. & Minority Entr. (SP)
FIN 324 - Sports Finance (FA)	FIN 486 - Real Estate Equity Investment (SP)	
FIN 409 - Finance elective abroad-related	FIN 488 - Real Estate Development & Invest. (FA)	

- FIN 330 - “Financial Investment” will count as a general business elective, but won’t count toward the Finance area depth

INFORMATION SYSTEMS & OPERATIONS MANAGEMENT (ISOM)

Required Flex Core Course		
352 - Applied Data Analytics with Coding (FA/SP)		
Choose ANY four of the following Elective Courses across the Technology, Analytics, and Operations subdomains		
Technology	Analytics	Operations
354 - Strategic Modeling and Social Dynamics (FA)	358 - Advanced Decision Analytics (SP)	353 - Supply Chain Management (SP)
355 - Appcology: New Commerce Infrastruct. (FA)	400 - ISOM elective abroad	400 - ISOM elective abroad
356 - Think Code Make (SP)	401 - ISOM elective abroad-global	401 - ISOM elective abroad-global
359 - Privacy in a Digital Age (SP)	454 - Advanced Data Science (SP)	451 - Making Effective Decisions (SP)
400 - ISOM elective abroad	455 - Superforecasting Tools for Bldg Pred Sys. (SP)	453 - Operations Strategy (FA)
401 - ISOM elective abroad-global	456 - Introduction to Business Data Analytics (FA)	459 - Process Analysis and Six Sigma (FA)
450 - Found. of Digital Enterprises and Markets (SP)	475 - Data Visualization (FA)	461 - Strategic Decision Analysis (FA)
458 - User Experience Design (UXD) (SP)		
Related Courses		
May substitute <u>one</u> for an Elective Course		
ACT 420 - Accounting Analyt.: Insights for Action (FA)	MKT 342 - Data Driven Market Intelligence (SP)	OAM 430 - Competitive Advantage (FA)
FIN 430 - Foundations of FinTech (SP)	MKT 343 - Digital & Social Media Strategy (SP)	OAM 433 - Leading & Managing Change (FA)
ISOM 409 - ISOM elective abroad-related	MKT 447 - Sports Marketing (SP)	OAM 440 - Leading with Evidence (FA)
<i>Approved computer science class (please note that this course will not count towards the required minimum of 6 business electives)</i>		

MARKETING (MKT)

Required Flex Core Course		
345 – Advanced Marketing Strategy (FA/SP)		
Choose <u>one</u> from Required Courses	Choose <u>two</u> from the combined set of Required and Elective Courses	
Required Courses	Elective Courses	
342 - Data Driven Market Intelligence (SP)	339 - Content Marketing (FA)	441- Ideation (FA)
343 - Digital & Social Media Strategy (SP)	341 - Seminar on Global Marketing (FA)	442 - Marketing Consultancy Practicum (SP)
347 - Product & Brand Management (FA)	346 - Consumer Behavior (SP)	443 – Monetization & Pricing Strategy (SP)
462 - Customer Lifetime Valuation (FA)	348 - Sales and Business Development (FA)	446 - Advertising & Marketing Communications (FA)
	400 - Marketing elective abroad	447 - Sports Marketing (SP)
	401 - Marketing elective abroad-global	499R - AI in Marketing (FA)
Choose <u>one</u> from the combined set of Required, Elective and Related Courses		
Related Courses		
ACT 300 - Bus. Analy. & Val. (FA/SP) <i>(if not taken as flex core)</i>	ISOM 455 – Superforecast Tools for Bldg Pred Sys (SP)	OAM 432 - Negotiations (FA/SP)
FIN 324 - Sports Finance (FA)	ISOM 475 - Data Visualization (FA)	OAM 433 - Leading & Managing Change (FA)
FIN 420 - Advanced Corporate Finance (SP)	MKT 409 - Marketing elective abroad-related	
ISOM 453 - Operations Strategy (FA)	OAM 430 - Competitive Advantage (FA)	
<i>Approved econ, psyc or soc class (please note that this course will not count towards the required minimum of 6 business electives)</i>		

ORGANIZATION AND MANAGEMENT (OAM)

Required Flex Core Course		
331 – Strategic Management (FA/SP)		
Elective Courses		
Four of the following		
332 - Business & Society (FA)	432 - Negotiations (FA/SP)	464 - Future of Specialty Coffee (FA/SP)
335 - Strategies for Entertainment & Media (SP)	433 - Leading & Managing Change (FA)	471 - Applied Entrepreneurship (FA/SP)
385 - Entrepreneurial Practicum (FA)	434 - Psychology of Leadership (SP)	497 - Strategy & Org. in Healthcare Sector (FA)
400 - O&M elective abroad	436 - Entrepreneurship (FA)	499R - Bias in the Workplace (SP)
401 - O&M elective abroad-global	438 - Management Consulting (SP)	499R - Building a Satisfying Life & Career (SP)
421 - Philanthropy Lab (SP)	439 - Business Ethics (FA)	499R - People Analytics (SP)
430 - Competitive Advantage (FA)	440 - Leading with Evidence (FA)	499R - Venture Cap. & Minority Entr. (SP)
431 - Social Enterprise and Impact Investing (SP)		
Related Courses		
May substitute <u>one</u> for an Elective Course		
ACT 300 - Bus. Analy. & Val. (FA/SP) <i>(if not taken as flex core)</i>	FIN 428B - Venture Capital & Private Equity (SP)	ISOM 499R - Coding for Bus Insight (FA)
ACT 399R - Strategic Cost Management (FA/SP)	ISOM 352 - Applied Data Analytics w/ Coding (FA/SP)	MKT 347 - Product and Brand Mgmt. (FA)
ACT 399R - Performance Mgmt for Strategy (SP)	ISOM 358 - Advanced Decision Analytics (SP)	MKT 442 - Marketing Consultancy Practicum (SP)
FILM 403 - The Biz (FA) <i>(only students in Film & Media Conc.)</i>	ISOM 453 - Operations Strategy (FA)	OAM 409 - O&M elective abroad-related
FIN 420 - Advanced Corporate Finance (SP)		
<i>Approved econ, psyc or soc class (please note that this course will not count towards the required minimum of 6 business electives and nor will FILM 403)</i>		

INTERDISCIPLINARY AREA DEPTHS

ANALYTIC CONSULTING

<i>Four of the following courses, from at least three different academic areas</i>	
ACT 300 - Business Analysis & Valuation (FA/SP)	ISOM 454 - Advanced Data Science (SP)
FIN 322 - IMPACT360: Strategic Valuation (SP)	ISOM 455 - Superforecasting Tools for Building Predictive Systems (SP)
FIN 420 - Advanced Corporate Finance (SP)	ISOM 456 - Introduction to Business Data Analytics (FA)
FIN 422 - Advanced Financial Markets (SP)	ISOM 499R - Coding for Business Insight (FA)
ISOM 352 - Applied Data Analytics with Coding (FA/SP)	ISOM 459 - Process Analysis and Six Sigma (FA)
ISOM 354 - Strategic Modeling & Social Dynamics (FA)	ISOM 475 - Data Visualization (FA)
ISOM 356 - Think Code Make (SP)	MKT 342 - Data Driven Market Intelligence (SP)
ISOM 358 - Advanced Decision Analytics (SP)	MKT 462 - Customer Lifetime Valuation (FA)
ISOM 450 - Found. of Digital Enterprises and Markets (FA)	OAM 430 - Competitive Advantage (FA)
ISOM 352 - Applied Data Analytics with Coding (FA/SP)	OAM 438 - Management Consulting (SP)
ISOM 453 - Operations Strategy (FA)	OAM 499R - People Analytics (SP)

BUSINESS & SOCIETY

<i>Four of the following courses, from at least three different academic areas</i>	
ACT 399R - Sustainability Measurement & Reporting (FA)	OAM 431 - Social Enterprise & Impact Investing (SP)
ACT 499R - Corporate Political Strategy (FA)	OAM 433 - Leading & Managing Change (FA)
ISOM 451 - Making Effective Decisions (SP)	OAM 439 - Business Ethics (FA)
ISOM 458 - User Experience Design (UXD) (SP)	OAM 499R - Bias in the Workplace (SP)
MKT 441 - Ideation (FA)	OAM 499R - Venture Cap. & Minority Entr. (SP)
OAM 332 - Business & Society (FA)	OAM 464 - Future of Specialty Coffee (FA/SP)
OAM 421 - Philanthropy Lab (SP)	
<i>Approved Emory College elective - see Advisor (please note that this course will not count towards the required minimum of 6 business electives)</i>	

ENTREPRENEURSHIP

<i>Choose one from Required Courses</i>	<i>Choose three from the combined set of Required and Elective Courses, with at least two from areas outside of OAM</i>	
Required Courses	Elective Courses	
OAM 385 - Entrepreneurial Practicum (FA)	ACT 300 - Business Analysis & Valuation (FA/SP)	MKT 342 - Data Driven Market Intel. (SP)
OAM 436 - Entrepreneurship (FA)	ACT 499R - Corporate Political Strategy (FA)	MKT 348 - Sales & Business Development (FA)
OAM 471 - Applied Entrepreneurship (FA/SP)	FIN 322 - IMPACT360: Strategic Valuation (SP)	MKT 443 - Monetization & Pricing Strategy (SP)
	FIN 428B - Venture Capital & Private Equity (SP)	OAM 430 - Competitive Advantage (FA)
	FIN 485 - Entrepreneurial Private Equity (FA)	OAM 431 - Social Enterprise & Impact Invest. (SP)
	ISOM 355 - Appcology (FA)	OAM 499R - Venture Cap. & Minority Entr. (SP)
	ISOM 356 - Think, Code Make (SP)	<i>Or additional course from column one</i>

INTERNATIONAL BUSINESS

<i>Four of the following courses, from at least three academic areas</i>		
ACT 401 - Accounting elective abroad-global	FIN 427 - International Finance (FA/SP)	MKT 341 - Seminar on Global Marketing (FA)
ACT 650 (formerly 612) - Bus. Comb. & Multi. Ops (FA)	FIN 487 - Global Derivatives Markets (FA)	MKT 401 - Marketing elective abroad-global
BUS 401 - Global business course abroad	ISOM 353 - Supply Chain Management (SP)	OAM 332 - Business & Society (FA)
FIN 401 - Finance elective abroad-global	ISOM 401 - ISOM elective abroad-global	OAM 401 - OAM elective abroad-global
FIN 403 - Global Macroeconomic Perspectives (SP)	ISOM 450 - Found. of Digital Ent. and Markets (FA)	OAM 464 - Future of Specialty Coffee (FA/SP)

REAL ESTATE

Required Course	Elective Courses	Related Courses
FIN 425 - Real Estate Finance (FA/SP)	<i>Three of the following</i>	<i>May substitute one for an elective course</i>
	FIN 482 - Real Estate Market Analysis (FA)	FIN 495 - Distressed Investing (SP)
	FIN 486 - Real Estate Equity Investment (SP)	ISOM 451 - Making Effective Decisions (SP)
	FIN 488 - Real Estate Development & Investment (FA)	MKT 348 - Sales & Business Development (FA)
	FIN 489 - Advanced Real Estate Finance (SP)	OAM 432 - Negotiations (FA/SP)