

Concentration in Health Innovation

The concentration in health innovation is a collaborative effort between the Center for the Study of Human Health (CSHH) BA Program in Human Health in Emory College and the Goizueta Business School BBA Program. This concentration provides knowledge, competencies and experiences for BA and BBA students interested in pursuing careers in a wide array of fields related to the business of health with a focus on innovation.

The concentration in health innovation is open by application to Business School and Emory College students majoring in human health. During the junior and senior year, in addition to pursuing their own majors, students admitted to the concentration complete two core courses in the non-major program, two electives from a list of relevant choices, and one senior capstone. Additional seminars, industry speakers, internships and field projects augment the resources available to concentration students.

Requirements for Concentration

CORE (Junior Year)	
Human Health Core for BBA students	BBA Core for Human Health students (choose 2)
HLTH 210 Predictive Health and Society HLTH 310 Defining Health: Biocultural Perspectives	FIN 320 Corporate Finance MKT 340 Marketing Management OAM 330 Organization and Management

ELECTIVES (Junior or Senior Year)	
Two electives from a list including, but not limited to, the following. For Human Health majors, BOTH electives must be taken from the BBA course offerings. For BBA students, at least one of these electives must be taken from Human Health offerings. Students may not count core classes in their own program as electives towards the concentration. Note that many courses require core classes or other courses as prerequisites. Consult advisors or the course catalog for complete information.	
Concentration Electives offered through Human Health	
HLTH 207 Epidemiology HLTH 250 Foundations of Global Health HLTH 312 Predicting Lifespan Health HLTH 314 The Science of Sleep HLTH 320 Nutrition and Chronic Disease <u>OR</u> HLTH 321 Nutrition Across the Life Cycle HLTH 333 American Healthcare Ethics HLTH 335 Bioethics & Clinical Questions	HLTH 340 Food, Health and Society <u>OR</u> HLTH 440 Botanical Medicine and Health HLTH 350 Core issues in Global Health (variable topics) HLTH 360/361/385 Human Health in Paris summer study abroad course HLTH 370 Health Policy HLTH 373 Delivering Health HLTH 385 Embodiment of Health HLTH 411 Many Diseases, Few Causes
Concentration Electives offered through the BBA Program	
ISOM 351 Process and Systems Management ISOM 354 Strategic Models and Social Dynamics ISOM 450 Foundations of Digital Enterprises and Markets ISOM 451 Making Effective Decisions ISOM 452 Healthcare Operations & Tech. Management ISOM 455 Forecasting and Predictive Analytics ISOM 459 Process Analysis & Six Sigma MKT 339 Content Marketing MKT 342 Market Intelligence and Customer Insights <i>(must have completed a statistics class)</i> MKT 343 Digital Marketing and Social Media Strategy MKT 346 Consumer Behavior MKT 441 Ideation	MKT 446 Advertising & Marketing Communications OAM 331 Strategic Management OAM 332 Business & Society OAM 336 Catalyzing Social Impact OAM 431 Social Entrepreneurship and Impact Investing OAM 432 Negotiations OAM 433 Leading & Managing Change OAM 436 Entrepreneurship OAM 439 Ethics for Leaders OAM 440 Leading with Evidence OAM 471 Applied Entrepreneurship OAM 497 Strategy & Org. in the Health Care Sector

CAPSTONE CORE

(Senior Year)

HLTH 409 Co-design for Health Tech

Co-Curricular Activities

Speakers and seminars

Internships

Field projects

Note: Students who are matriculated in the Goizueta Business minor are not eligible to participate in the Health Innovation Concentration. Students may pursue either a concentration OR a business minor, but not both.