



AREA DEPTHS - CLASS of 2013 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.**

ACCOUNTING

Non-CPA		
Required Courses	Elective Courses	Related Courses
312A - Financial Reporting I	Two of the following	May substitute one for an elective course
312B - Financial Reporting II	313 - Advanced Managerial Accounting	411G - Law and Business
	412 - Advanced Financial Accounting	421 - Corp. Governance & Restructuring (Finance)
	414 - Financial Statement Analysis	428B - Venture Capital & Private Equity (Finance)
	415 - Federal Income Tax	439 - Ethics for Leaders (O&M)
	416 - Corporate and Partnership Taxation	
	418 - Auditing	
	419G - Information and Global Capital Markets	
Auditor (CPA)		
Required Courses	A selection of the following courses to equal at least 30 hours of accounting credit beyond Financial Accounting & Managerial Accounting*	NOTE
312A - Financial Reporting I	313 - Advanced Managerial Accounting	*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 & BUS 211 for the state of GA
312B - Financial Reporting II	414 - Financial Statement Analysis	
412 - Advanced Financial Acct.	416 - Corporate and Partnership Taxation	
415 - Federal Income Tax	419G - Information and Global Capital Markets	
418 - Auditing		

FINANCE

Required Courses	Elective Courses	Related Courses
423 - Investments	Three of the following	May substitute one for an elective course
	321 - Finance and Economics of the Film Industry	414 - Financial Statement Analysis (Accounting)
	324 - Sports Finance	422 - Advanced Financial Markets
	420 - Advanced Corporate Finance	425 - Real Estate Finance
	421 - Corp. Governance & Restructuring	481 - Illiquid Alternative Investments
	424 - Derivative Asset Analysis	482 - Real Estate Market Analysis
	427G - International Finance	486 - Real Estate Equity Investment
	428 - Investment Banking	488 - Real Estate Development
	428B - Venture Capital & Private Equity	489 - Advanced Real Estate Finance
	429 - Fixed Income	497R - Finance Honors Seminar
	483 - Applied Investment Management	
	485 - Private Equity Investing	
	487G - Global Derivatives Markets	

MARKETING

Foundation/Analytics courses	Elective Courses	Related Courses
<i>One of the following</i>	<i>Three of the following</i>	<i>May substitute <u>one</u> for an elective course</i>
342 - Market Intelligence - Making Data-Driven Decisions	341 - Marketing Seminar	313 - Advanced Managerial Accounting (Accounting)
	346 - Consumer Behavior	411G - Law and Business (Accounting)
347- Product and Brand Mgmt.	348 - Sales & Business Development	414 - Financial Statement Analysis (Accounting)
443 - Customer Relationship Mgmt	349 - Special Topics in Marketing: Entertainment Media and Sports Marketing	420 - Advanced Corporate Finance (Finance)
	440 - Non-Profit Marketing	352 - Project Mgmt. & Collaboration (ISOM)
	441- Ideation	358 - Decision Tools and Visualization (ISOM)
	442 - Applied Integrated Marketing Communications	450G - Found. of Digital Enterprises and Markets (ISOM)
	444 - Marketing Analytics Consultancy	451 - Making Effective Decisions (ISOM)
	446 - Integrated Marketing Communications	453 - Operations Strategy (ISOM)
	449G - Marketing Strategy	430 - Industry & Competitor Analysis (O&M)
		432 - Negotiations (O&M)
		433 - Leading & Managing Change (O&M)
	OR one or two more from: 342, 347, 443	Approved econ, psyc, or soc class

MARKETING ANALYTICS

Required Courses	Elective courses	Notes
443 - Customer Relationship Mgmt	One other marketing elective**	<i>**This elective may double count towards the regular marketing depth or another depth if appropriate</i>
342 - Market Intelligence-Making Data-Driven Decisions		
447 - Applied Marketing Analytics		

STRATEGY AND MANAGEMENT CONSULTING

Elective Courses	Related Courses	
<i>Four of the following</i>	<i>May substitute <u>one</u> for an elective course</i>	
332 - Corp. Social Resp. & Sustain.	313 - Advanced Managerial Accounting (Accounting)	443 - Customer Relationship Mgmt (Marketing)
336 - Non-profit Consulting	414 - Financial Statement Analysis (Accounting)	449G - Marketing Strategy (Marketing)
337 - Managing Groups & Teams	420 - Advanced Corporate Finance (Finance)	FILM 373 - The Biz: The American Film and Television Industry (O&M)
430 - Industry & Competitor Analysis	421 - Corp. Governance & Restructuring (Finance)	
431 - Social Enterprise	352 - Project Mgmt. & Collaboration (ISOM)	Approved econ, psyc, or soc class
432 - Negotiations	358 - Decision Tools and Visualization (ISOM)	
433 - Leading & Managing Change	451 - Making Effective Decisions (ISOM)	
435G - Multinational Firms	453 - Operations Strategy (ISOM)	
436 - Entrepreneurship	458 - Psychology of Technology (ISOM)	
472 - Corporate Strategy and M&A	459 - Process Analysis and Six Sigma (ISOM)	
* 438 - Consulting	442 - Applied Integrated Marketing Comm (Marketing)	
* 439 - Ethics for Leaders	446 - Integrated Marketing Communications (Marketing)	
* 471 - Applied Entrepreneurship	347- Product and Brand Mgmt. (Marketing)	

INFORMATION SYSTEMS & OPERATIONS MANAGEMENT

Four of the following courses	Related courses
	<i>May substitute <u>one</u> for an elective course</i>
352 - Project Mgmt. & Collaboration	
355 - An APP for That	342 - Market Intelligence - Making Data-Driven Decisions (Marketing)
358 - Decision Tools and Visualization	423 - Investments (Finance)
450G - Found. of Digital Enterprises and Markets	430 - Industry & Competitor Analysis (O&M)
451 - Making Effective Decisions	432 - Negotiations (O&M)
452 - Healthcare Operations & Technology Management	433 - Leading & Managing Change (O&M)
453 - Operations Strategy	Approved computer science class
456 - Special Topics: Social Media and Virtual Communities	
458 - Psychology of Technology	
459 - Process Analysis and Six Sigma	

SECONDARY AREA DEPTHS

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

***ANALYTIC CONSULTING**

Three of the following courses, no more than one from any academic area	
414 - Financial Statement Analysis (Accounting)	444 - Marketing Analytics Consultancy (Marketing)
420 - Advanced Corporate Finance (Finance)	449G - Marketing Strategy (Marketing)
422 - Advanced Financial Markets (Finance)	358 - Decision Tools & Visualization (ISOM)
430 - Industry & Competitor Analysis (O&M)	450G - Found. of Digital Enterprises and Markets (ISOM)
438 - Consulting (O&M)	453 - Operations Strategy (ISOM)
342 - Market Intelligence - Making Data-Driven Decisions (Marketing)	459 - Process Analysis and Six Sigma (ISOM)
443 - Customer Relationship Mgmt (Marketing)	

***BUSINESS & SOCIETY**

Three of the following courses, no more than one from any academic area	
411G - Law and Business (Accounting)	336 - Non-profit Consulting (O&M)
332 - Corp. Social Resp. & Sustain. (O&M)	440 - Non-Profit Marketing (Marketing)
431 - Social Enterprise (O&M)	441 - Ideation (Marketing)
433 - Leading & Managing Change (O&M)	451 - Making Effective Decisions (ISOM)
437 - Leading for Creativity & Innovation (O&M)	458 - Psychology of Technology (ISOM)
439 - Ethics for Leaders (O&M)	Approved Emory College elective - see Advisor

***INTERNATIONAL BUSINESS**

Two of the following courses	One of the following options	Additional Requirement
411G - Law and Business (Accounting)	Approved Emory College elective - see Advisor	Participation in BBA exchange or international internship
419G - Information and Global Capital Markets (Accounting)	Approved Class Abroad	
427G - International Finance (Finance)	OR one more from: 419G, 427G, 435G, 448, 449G, 450G or 465	
435G - Multinational Firms (O&M)		
448 - Global Marketing Management (Marketing)		
449G - Marketing Strategy (Marketing)		
450G - Found. of Digital Enterprises and Markets (ISOM)		

***REAL ESTATE**

One required course	Plus 2 elective courses, OR 1 elective course and 1 related course	
Required Courses	Elective courses	Related courses
425 - Real Estate Finance	482 - Real Estate Market Analysis (Finance)	432 - Negotiations (O&M)
	486 - Real Estate Equity Investment (Finance)	348 - Sales & Business Development (Marketing)
	488 - Real Estate Development (Finance)	451 - Making Effective Decisions (ISOM)
	489 - Advanced Real Estate Finance (Finance)	

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