



EMORY

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GOIZUETA  
BUSINESS  
SCHOOL

# **BBA PROGRAM CATALOG**

**2023-2024**

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## **BBA MISSION STATEMENT**

The mission of the Goizueta BBA program is to help our students grow intellectually, personally, and professionally so that they feel enabled, empowered, and motivated to make significant positive contributions to the organizations they serve and to society as a whole.

### **SYNTHESIS and ANALYSIS**

Students will be able to integrate the functional areas of business in analyzing and solving business problems.

### **POSITIVE IMPACT in ORGANIZATIONS**

Students will be able to apply theoretical knowledge in real-world settings.

### **GLOBAL WORLDVIEW**

Students will acquire a broadened world perspective.

### **ROLE OF BUSINESS in SOCIETY**

Students will consider traditional business objectives in the context of community and environmental impact.

### **LEADERSHIP**

Students will develop as professionals through cognitive, emotional, behavioral and relational growth.

### **ANALYTICS**

Students will be able to select and utilize a variety of quantitative tools and skills to produce actionable results

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# MATRICULATION

Our program is open to students continuing from Emory or Oxford Colleges. You are eligible to enter the BBA Program once you have completed the pre-requisites for the program and have achieved sophomore standing. We accept intent to matriculate forms in the semester prior to the one in which you intend to enroll.

## MATRICULATION PROCESS

Students will file a criteria-based notification of intent to matriculate as early as the second semester of the freshman year, for entrance at the beginning of the sophomore year. Students will be required to file no later than the end of the sophomore year, for entrance at the beginning of junior year. Oxford students are required to complete the Oxford Associates degree prior to matriculation, and will have access to pre-requisite coursework and related academic and professional support from Goizueta.

Students should be on track to complete the following criteria in the semester in which the intention is filed:

- The greater of 2 semesters of university residency and 30 hours completed
- Completion of first year GERs or completion of Associate's degree for Oxford student
- Completion of Business School prerequisites (see below) with an average grade of B+ (3.3) or better. This calculated average may be augmented with additional completed Business School coursework OR If the GPA in business coursework is below this level, student may attach an explanation and/or a recommendation from a Goizueta Business School faculty member
- Engagement in at least one ongoing non-academic activity that builds personal or professional development including participation in a club or campus organization, athletics or arts entities, or volunteer or paid employment OR if none, student may attach an explanation of mitigating circumstances
- At least one advising meeting with a pre-BBA advisor
- Statement affirming that the student has no honor or conduct council violations OR if existing, student may attach an explanation.
- Students must be in Good Academic Standing to matriculate to the BBA Program. Any student on academic probation when filing an intent to matriculate must return to good academic standing status prior to entry . After filing, any student whose academic performance subsequently results in academic probation cannot matriculate into the program until returning to good academic status.

## DEADLINES

Deadlines are as follows:

Spring enrollment: September 22, 2023

Fall enrollment: February 16, 2024

These are the final dates for submission of ALL materials, including transcripts. Please make sure you plan so you can submit transcripts for any coursework taken outside of Emory.

Questions about the process? Please contact Anna Gibbons at [ahobby@emory.edu](mailto:ahobby@emory.edu).

## **PRE-BBA ADVISEMENT**

Pre-BBA drop-in hours are held daily during the Fall and Spring semesters, giving students interested in the BBA Program an opportunity to talk to a professional advisor in the BBA program as you make decisions about your academic path. A list of drop-in hours may be found on the [Pre-BBA website](#). Peer Pre-BBA Coaches are also available to give peer input and guidance from a student perspective.

All students planning to pursue the BBA program will need to attend drop-in hours at least once or participate in a pre-matriculation event. It is recommended that you attend drop-in hours at least once in the semester you plan to declare your intent.

## **POINTS OF ENTRY**

All Emory University freshmen begin either at Emory or Oxford College.

Emory College:

Emory College students may file a notification of intent to matriculate to the BBA Program at one of three points:

- 1) The Spring of freshman year for entrance in the Fall of sophomore year,
- 2) The Fall of sophomore year for entrance during the Spring, or
- 3) The Spring of sophomore year for entrance the Fall of junior year.

Oxford College:

Oxford College students may file a notification of intent to matriculate in the semester of intended completion of Oxford requirements. All students must graduate from Oxford before matriculating into the BBA Program.

## **MATRICULATION CONFIRMATION**

Upon submission of your Declaration of Intent to Matriculate we will review and confirm your matriculation and notify you of successful declaration.

Should you not meet the criteria to matriculate we will connect with you regarding next steps as you move towards the BBA Program. This may include providing supplemental information.

Students enrolled in pre-requisites at time of declaration will be confirmed contingent upon successful completion of the pre-requisite coursework.

Matriculation for all students is contingent upon successful completion of the semester in which the student is enrolled with good academic standing. Students with pending honor code violations are not considered in good academic standing and are thus generally ineligible to enroll until the matter has been resolved.

Matriculation is additionally contingent on completion of all required materials and attendance at BBA Orientation.

## **LEAVE OF ABSENCE PRIOR TO MATRICULATION**

If you intend to request a leave of absence after filing a notification of intent to matriculate but prior to entering the BBA Program, please contact the BBA Program Office.

## PREREQUISITE COURSES

You are required to complete all pre-requisite courses prior to matriculating in the BBA Program, but it is acceptable to be enrolled in one or more of the pre-requisite courses in the semester that you submit your intent to matriculate.

All pre-business students must complete the following:

- 1) **Economics Requirement**, which may be achieved through any of the following options:
  - FIN 201 Business Economics (for Emory College students)
  - ECON 101 Microeconomics OR AP Micro credit AND ECON 112 Macroeconomics OR AP Macro credit
  - IB credit for Economics (Higher Level)
- 2) **Statistical Competency** as demonstrated by one of the following:
  - AP Statistics credit
  - A statistics course in Emory or Oxford College (ECON 220, QTM 100, QTM 110, MATH\_OX 117, or an equivalent course by petition)
  - Successful passage of a statistics exam following completion of an online bootcamp
- 3) **BUS 350 Data and Decision Analytics**  
*Note: requires demonstration of statistical competency as above prior to enrollment*
- 4) **BUS 290 Tech Tools A: Excel** (1 credit)

### Test Credits

If Emory University College Credit for Microeconomics, Macroeconomics, or Statistics (for statistics competency) AP or IB exams, these classes do not need to be repeated at Emory University.

## GENERAL EDUCATION REQUIREMENTS

While the majority of General Education Requirement coursework will be completed in Emory or Oxford College, some BBA classes count towards fulfilling the GERs for BBA students. Students will continue to complete GERs after entering the BBA Program, but should be making adequate progress prior to matriculation.

### GOLD GERs FOR CLASSES OF 2025 AND 2026

Area I.	<b>First Year Seminar (FSM)</b> (Must be taken at Emory College in the first two semesters. Oxford College students take a 1-credit Freshman Seminar instead.)
Area II.	<b>Freshman English/Writing Requirement (FWR)</b> (One course) Please note: ENG 101, ENG 181, LIT 110, ENG 185 (Oxford) and AP English all fulfill this area

Area III.	<b>Continuing Writing Requirements (CWR)</b> (Three courses, grade of C or better) <ul style="list-style-type: none"> <li>• 1 CWR-designated course in Emory College (fulfilled prior to BBA enrollment)</li> <li>• BUS 365 Business Communication Strategy (<i>BBA required core course</i>)</li> <li>• One business elective (<i>all BBAs will have an elective designated with a writing intensive component</i>)</li> </ul>
Area IV.	<b>Mathematical and Quantitative Reasoning (MQR)</b> (One course) Please note: AP Calculus Credit or MATH 111 ( <i>BBA pre-requisite</i> ) fulfills this area
Area V.	<b>Science, Nature and Technology (SNT)</b> (Two courses, one of which must have a lab) Please note: ISOM 351 Process and Systems Management ( <i>required BBA core course</i> ) fulfills one non-lab course in this area. Completion of a lab science is highly encouraged prior to enrollment in the BBA Program.
Area VI.	<b>History, Society, Cultures (HSC)</b> (Two courses) Please note: ECON 101, ECON 112, and FIN 201 ( <i>BBA pre-requisites</i> ) and OAM 330 Organization and Management ( <i>required BBA core course</i> ) each fulfill one course in this area
Area VII.	<b>Humanities, Arts, and Performance/Language (HAP/HAL)</b> (Four courses; must include 2 courses in a single foreign language with possible exemption of 1 course by AP credit)
Area VIII.	<b>Personal Health (HLTH)</b> (One 1- credit hour course. Emory College students only. Oxford College students must complete an additional PE course.)
Area IX.	<b>Physical Education and Dance (PED)</b> (One one-credit hour course, may be taken on a satisfactory/unsatisfactory basis) <i>Note: students in the Classes of 2023 through 2025 have been granted a waiver of one PE.</i>
Area X.	<b>Race and Ethnicity (ETHN)</b> (One course, new GER starting with Class of 2025)

#### BLUE GERs FOR CLASS OF 2027 AND BEYOND

GER Area	How to fulfill
<b>Success at Emory – completed in first year</b>	
ECS 101	Taken in the College
HLTH 100 (HTH)	Taken in the College
Physical Education (PE)	Taken in the College
<b>Exploration – completed by end of second year</b>	

Humanities and Arts (HA)	Taken in the College
Natural Science (NS)	Taken in the College
Quantitative Reasoning (QR)	Satisfied with BUS 350 Pre-requisite
Social Science (SS)	Satisfied with Econ 101/112, FIN 201 or OAM 330
<b>Expression and Communication – FS and FC completed in first year, W completed by graduation</b>	
First Year Seminar (FS)	Taken in the College
First Year Communication (FC)	Taken in the College
Continued Communication (W)	1. Satisfied with BUS 365, required BBA course
	2. May be taken in the College or satisfied with BBA Coursework
<b>Belonging and Community – completed by end of third year</b>	
Intercultural Communication (IC)	1. Taken in the College
	2. Taken in the College
Race and Ethnicity (ETHN)	May be taken in the College or satisfied with a designated BBA elective
<b>Experience and Application – completed by graduation</b>	
Experience and Application (XA)	Satisfied by tagged applied, experiential immersive (AEI) BBA elective

# THE GOIZUETA BBA PROGRAM CURRICULUM

The BBA curriculum at Goizueta is distinctive not only in terms of the quality, range and scope of academic approaches provided but also because of the built-in flexibility that allows for both traditional and customized, unique concentrations and depths incorporating coursework within and outside of the Business School.

The curriculum is structured in three phases. As a student, you will first develop both broad knowledge and the capacity for reflective critical thinking through enrollment in a vibrant liberal arts curriculum. Second, you will receive world-class grounding in the key theories and practices in each of the functional areas of business through the BBA core curriculum. Finally, you will have the opportunity to develop one or several areas of expertise and to pursue your intellectual and professional passions through electives. You will have the opportunity to select from among more than 70 different BBA course choices, and virtually unlimited College options offered each year.

## BBA REQUIREMENTS

### CLASS OF 2024

All students enrolled as seniors for the 23-24 academic year in Goizueta Business School are required to take the courses listed below.

#### BBA CORE

##### Functional Core

ACT 211 Managerial Accounting  
FIN 320 Corporate Finance  
OAM 330 Organization and Management  
MKT 340 Marketing Management  
ISOM 351 Process and Systems Management  
OAM 331 Strategic Management  
ACT 410 Legal Environment of Business

##### Professional Development Core

BUS 365 Business Communication Strategy  
BUS 380 Professional Development  
BUS 382 Junior Seminar (*last offered Spring 2023*)  
BUS 480 Senior Seminar (*Varied topics. All BBAs take at least two.*)  
BUS 490 Senior Capstone (*A 2-credit intensive course pulling from all business disciplines, designed to test skills tackling complex, ambiguous problems in a short time frame with limited resources*)

Note: as part of a curricular redesign being fully implemented with the Class of 2025, the Class of 2024 will have the option to complete the current 2-credit module-based Capstone course in their junior year or the new, tagged applied immersive elective option in their senior year.

#### ELECTIVE DISTRIBUTION

##### Business Electives

Elective Type	Number	Credits
Area depth Electives	4	12
Other required business electives	2	6

Non-business electives	2	6
Flexible electives (College or Business electives)	3	9
Total	11	33

One elective course (business or non-business) must have a global focus. The most up-to-date list of global electives can be found on the BBA Canvas page. If you would like to take or have taken a course that is globally focused and comparative in nature but is not on this list, please ask your advisor whether the course may be approved to satisfy the global elective requirement.

### CLASS OF 2025 AND BEYOND

Beginning with students matriculating to the BBA Program in Spring 2023 and beyond, all students in Goizueta Business School are required to take the courses listed below.

#### BBA CORE

##### Functional Core

ACT 200 Accounting: The Language of Business

FIN 320 Corporate Finance

OAM 330 Organization and Management OR OAM 331 Strategic Management

MKT 340 Marketing Management

ISOM 351 Process and Systems Management

ACT 410 Legal Environment of Business

##### Flex Core *(students must take at least two)*

ACT 300 Business Analysis and Valuation

FIN 323 Investments

OAM 330 Organization and Management OR OAM 331 Strategic Management

MKT 345 Market Growth and Analytics

ISOM 352 Applied Data Analytics with Coding

##### Professional Development and Co-Curricular Core

BUS 290 Technology Toolbox A: Excel (1 credit hour)

BUS 300 BBA Boardroom (.5 credit hours, 2 hours required)

BUS 365 Business Communication Strategy (3 credit hours)

BUS 380 Professional Development (2 credit hours)

BUS 381 Personal Development (.5 credit hours)

BUS 383 Team Dynamics and Leadership (.5 credit hours)

BUS 390 Technology Toolbox B *(Varied topics (.5 credit hours, 2 hours total))*

BUS 480 Senior Seminar *(Varied topics.) (1 credit hour, 2 hours required)*

#### Electives

All BBAs must complete a minimum of six Business electives and two non-Business electives (one non-business elective waived for students completing more than one area depth or a joint or dual degree program). Students will also complete flexible electives (Business or College) in order to reach the credit hour requirement for the BBA degree.

#### Immersive Experiential Elective

At least one business elective course must be tagged as an immersive experiential elective. All IE electives address an issue or need that is complex and ambiguous. They give students the opportunity to apply knowledge and create value in a real world setting. IE electives fall into one of three categories:

1. **Business Transformation** - Creates value in an existing company via analysis of and improvement plans for business processes, services, or products
2. **Business Innovation** - Addresses a critical business or societal problem by bringing a new venture or innovation forward
3. **Business Knowledge Creation** - Augments business practice and/or knowledge through research

Students will choose an IE elective from a pre-tagged list of electives. The IE elective counts towards the six business elective requirement and may also count towards an area depth(s).

## AREA DEPTHS

### CLASS OF 2024

The BBA curriculum requires the completion of a minimum of at least one primary area depth consisting of four elective courses from a designated set. This allows all students to build at least one area of expertise within the fields of business.

Some courses are housed in one academic area but very closely correlate with another, and as such, are considered bridge courses. Students wishing to pursue more than one area depth may use one and only one bridge elective to fulfill the requirements in two primary depths. As a result, the following numbers of electives are required for the combination of multiple area depths:

- **One primary and one secondary** area depth = 7 electives total, or 6 unique electives if one is a bridge elective
- **Two primary** area depths = 8 electives total, or 7 unique electives if one is a bridge elective
- **One primary and two secondary** area depths = 10 electives total, or 8 unique electives if two different bridge electives are used (note: only one related elective may be counted towards a given depth)
- **Two primary** area depths and **one secondary** area depth = 11 electives total, or 9 unique electives if two different bridge electives are used (note: only one related elective may be counted towards a given depth)
- **Three primary** 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)

Students should work with their BBA advisor to track progress towards area depth(s) in real time. Area depths may be added or modified throughout a student's time in the BBA Program.

### PRIMARY AREA DEPTHS – CLASS OF 2024

#### ACCOUNTING

Accounting is the language of business, and fluency in financial reporting, the legal environment, and taxation should be part of your vocabulary. Every business decision involves choices of transaction structure, resource allocation, reporting to constituents such as shareholders, creditors, and investors, and compliance with many levels of government regulation and taxation. The Accounting area depth gives you critical skills to help you make complex decisions in an ever-changing environment.

Businessweek recently ranked Goizueta's undergraduate accounting program #3 in the U.S., and roughly one-third of our BBAs acquire an area depth in accounting. We offer two accounting tracks — one for Financial Accounting and Analysis and one for Professional Accounting (CPA).

The BBA area depth in accounting is pursued by students preparing for careers in corporate finance, financial analysis, investment banking, portfolio management, venture capital and private equity, and commercial lending. In your future career as a professional, when deciding whether to allocate capital you will have to analyze and predict future performance and risks for firms. Strong fundamental understanding of financial reporting and accounting and strong analytical and conceptual thinking are crucial components of such predictions.

Students preparing for professional careers in accounting can complete CPA requirements by either pursuing the MPA (Master of Professional Accounting) degree or by completing a suggested subset of accounting elective coursework that exceeds the 4 minimum electives required for the BBA depth. If you follow this path, you will join professional accounting firms in their auditing, forensic, tax, or consulting practices. Other common career paths include internal audit and financial management in corporations and governmental and not-for-profit entities, as well as careers that focus on a wide range of professional capabilities to serve the business community. Corporate managers prefer the advice of accounting information experts who understand the organization as a whole and the strategic and tactical problems of senior management. Many of the top financial professionals — the controller, the treasurer, the director of internal auditing, the director of financial planning, the vice president of finance, the chief financial officer — are CPAs.

## **ACCOUNTING AREA DEPTH REQUIREMENTS**

### **FOUR elective courses from the following (ACT):**

300 - Business Analysis and Valuation

312A - Financial Reporting of Operations <sup>M,P</sup> (*formerly Financial Reporting I*)

312B - Financial Reporting of Debt & Equity <sup>M,P</sup> (*formerly Financial Reporting II*)

330 - Personal Financial Planning <sup>P2</sup>

399R - Special Topics: Firm Fundamentals and Mispricing

399R - Special Topics: Performance Management for Strategy <sup>M,P1</sup>

399R - Special Topics: LedgerTech: Blockchain and Crypto

399R - Special Topics: Machine Learning for Fundamental Analysis

399R - Special Topics: Strategic Cost Management <sup>M,P</sup>

399R - Special Topics: Sustainability Measurement and Reporting

499R - Special Topics: Corporate Political Strategy

420 - Accounting Analytics: Insights for Actions (*formerly Special Topics: Data Analytics for Financial Business Decisions*) <sup>M,P</sup>

516 - Accounting for Government and Nonprofit Organizations <sup>P1</sup>

517 - Professional Accounting Research (*last offered in Fall 2022*)

650 (*formerly 612*) - Accounting for Business Combinations and Multinational Operations <sup>P1</sup>

613 - Advanced Managerial Accounting

615 - Federal Income Tax <sup>M,P</sup>

616 - Corporate and Partnership Taxation <sup>P2</sup>

618 - Auditing <sup>M,P</sup>

619 - International Accounting (*last offered in Fall 2022*)

<sup>M</sup> 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](mailto:jeffrey.adam.byrne@emory.edu)) for advice on the Master of Professional Accounting program.**

**May substitute ONE of the following related courses for an elective:**

FIN 322 - IMPACT: Strategic Valuation  
FIN 420 - Advanced Corporate Finance  
FIN 422 - Advanced Financial Markets  
FIN 424 - Derivative Asset Analysis  
FIN 425 - Real Estate Finance  
FIN 427 - International Finance  
FIN 428 - Investment Banking  
ISOM 358 - Advanced Decision Analytics  
ISOM 455 - Superforecasting Tools for Building Predictive Systems  
ISOM 475 - Data Visualization

*\*Students who intend to sit for the CPA exam in the state of GA (and most other states) must earn 150 credit hours, including 30 hours of accountancy beyond ACT 210 and ACT 211.*

**FINANCE**

Our goal in the Finance area is to provide you with a strong framework for financial decision making, from the Nobel Prize-winning models of the early theorists to the state-of-the-art methodologies of today. An understanding of the principles and practice of finance is often essential for career development, particularly as graduates' responsibilities become more general in nature as they progress in their careers.

A Finance area depth provides students with the knowledge, skills, and insights necessary to thrive in the ever-evolving financial sector. Course options include financial analytics, FinTech, security analysis and portfolio management, investment banking, consulting, real estate, mergers and acquisitions, private equity, and venture capital. Many students graduate to join leading investment banks commercial banks, and corporations. Businessweek recently ranked Goizueta's BBA program #2 in the area of Financial Management, and our Finance track is consistently one of the top depths at Goizueta.

**FINANCE AREA DEPTH REQUIREMENTS**

**Required Course (FIN)**

323 (formerly 423) - Investments

**THREE elective courses from the following (FIN):**

322 - IMPACT: Strategic Valuation  
389 - Mergers and Acquisitions  
400 - Finance elective abroad  
401 - Finance elective abroad-global  
403 - Global Macroeconomic Perspectives  
420 - Advanced Corporate Finance

424 - Derivative Asset Analysis  
427 - International Finance  
428 - Investment Banking  
428B - Venture Capital and Private Equity  
429 - Fixed Income  
430 - Foundations of FinTech  
483 - Applied Investment Management  
484 - Advanced Derivative Assets  
485 - Entrepreneurial Private Equity  
487 - Global Derivatives Markets  
495 - Distressed Investing

**May substitute one of the following related courses for an elective:**

ACT 300 - Business Analysis and Valuation  
ACT 420 - Accounting Analytics: Insights for Actions (*formerly Special Topics: Data Analytics for Financial Business Decisions*)  
ACT 616 - Corporate and Partnership Taxation  
FIN 321 - Economics and Finance of Film  
FIN 324 - Sports Finance  
FIN 409 - Finance elective abroad-related  
FIN 422 - Advanced Financial Markets  
FIN 425 - Real Estate Finance  
FIN 481 - Frontiers and Illiquid Assets  
FIN 482 - Real Estate Market Analysis  
FIN 486 - Real Estate Equity Investment  
FIN 488 - Real Estate Development and Investment  
FIN 489 - Advanced Real Estate Finance  
MKT 462 - Customer Lifetime Valuation  
OAM 385 - Entrepreneurial Practicum  
OAM 499R - Special Topics: Venture Capital and Minority Entrepreneurship

**INFORMATION SYSTEMS AND OPERATIONS MANAGEMENT**

The Information Systems and Operations Management (ISOM) area deals with the variety of approaches to structured and unstructured problem solving that have become critical to today's businesses and the hallmarks of modern consulting best-practices. The ISOM curriculum is designed to inform a wide range of professions, perhaps most emblematically that of consulting (in which systems and process problems are regularly tackled). To gain an appreciation of the dynamics of systems and processes, the ISOM curriculum offers a range of analytics courses that prepare you for dealing with large data sets, how to best apply statistical and computational methods in prediction, risk-assessment and strength/weakness detection, and the task of decision support application development to help automate and encapsulate intelligent approaches to problem solving. Along with preparation for analytical work, the ISOM curriculum offers courses that prepare you for best practices in management activity, including how to effectively account for operational and IT capabilities in strategy development and deployment and how to account for idiosyncrasies in individual and group psychology -- issues that can either help or hinder strategic efforts.

The ISOM curriculum reflects the strength of this knowledge base. Here three central themes reflect attention to the role of information technology in the contemporary enterprise, management of operations (including project, supply chain and quality management) and decision analysis (including

quantitative methods). Recent ISOM majors have been placed at such firms as Bain, McKinsey, PwC and Hitachi.

### **ISOM AREA DEPTH REQUIREMENTS**

#### **FOUR of the following elective courses (ISOM):**

- 352 - Applied Data Analytics with Coding
- 353 - Supply Chain Management
- 354 - Strategic Modeling and Social Dynamics
- 355 - Appcology: New Commerce Infrastructure
- 356 - Think Code Make
- 358 - Advanced Decision Analytics
- 359 - Privacy in a Digital Age
- 400 - ISOM elective abroad
- 401 - ISOM elective abroad-global
- 450 - Foundations of Digital Enterprises and Markets
- 451 - Making Effective Decisions
- 453 - Operations Strategy
- 454 - Advanced Data Science
- 455 - Superforecasting Tools for Building Predictive Systems
- 456 - Introduction to Business Data Analytics
- 458 - User Experience Design
- 459 - Process Analysis and Six Sigma

#### **May substitute ONE of the following related courses for an elective:**

- ACT 420 - Accounting Analytics: Insights for Actions (*formerly 499R Special Topics: Data Analytics for Financial Business Decisions*)
- FIN 323 (*formerly 423*) - Investments
- FIN 430 - Foundations of FinTech
- ISOM 409 - ISOM elective abroad-related
- MKT 342 - Data Driven Market Intelligence
- MKT 343 - Digital and Social Media Strategy
- MKT 447 – Sports Marketing
- OAM 430 - Competitive Advantage
- OAM 433 - Leading and Managing Change
- OAM 440 - Leading with Evidence
- Approved computer science class*

### **MARKETING**

Marketing is concerned with creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Goizueta's marketing faculty is comprised of highly-accomplished scholars well known for their work on customer relationship management, marketing analytics, customer loyalty programs, customer valuation, pricing, auctions, brand management, market structure and evolution, social media, shopper decision-making, multi-channel management, and assessing market opportunities in emerging markets. If you focus your studies in marketing, you will select from electives that develop your toolkit to analyze customers and market opportunities, assess and create marketing strategies, and implement marketing programs.

Students who study marketing gain proficiency in the latest methods and concepts for understanding customer behavior, devising effective marketing strategies, and implementing and assessing marketing

programs. Further, the shift in marketing resources to online media and channels, the emerging importance of consumer-generated communications, and the growing prevalence of customer databases present opportunities for graduates whose skills combine the traditional creative approach to marketing with a data-driven perspective to resource allocation.

Graduates with an area depth in marketing have obtained positions involving product and brand management, digital and interactive marketing, e-business, advertising and marketing communications, marketing research and customer insights, customer relationship management, pricing, sales and account management, and consulting. Students can look forward to career opportunities in large and small organizations representing a spectrum of industrial, consumer goods, service, electronic commerce, and consulting firms/institutions in the public and private sectors. Besides students whose focal interest is a career in marketing, the Marketing major is popular for students interested in general management careers, as well as in the media and entertainment field, and management consulting.

### **MARKETING AREA DEPTH REQUIREMENTS**

#### **Choose ONE from Required Courses (MKT):**

- 342 - Data Driven Market Intelligence
- 343 - Digital and Social Media Strategy
- 347 - Product and Brand Management
- 462 - Customer Lifetime Valuation

#### **Choose TWO from the combined set of Required (above) and Elective Courses (MKT):**

- 339 - Content Marketing (*formerly 399R Special Topics: Content Marketing in the Digital Age*)
- 341 - Seminar on Global Marketing
- 345 – Advanced Marketing Strategy
- 346 - Consumer Behavior
- 348 - Sales and Business Development
- 400 - Marketing elective abroad
- 401 - Marketing elective abroad-global
- 441- Ideation
- 442 - Marketing Consultancy Practicum
- 443 - Monetization and Pricing Strategy
- 446 - Advertising and Marketing Communications
- 447 - Sports Marketing
- 499R - Special Topics: AI in Marketing
- 499R - Special Topics: Data Monetization Lab

#### **Choose ONE from the combined set of Required, Elective and Related Courses listed below:**

- ACT 300 - Business Analysis and Valuation
- ACT 613 - Advanced Managerial Accounting
- FIN 324 - Sports Finance
- FIN 420 - Advanced Corporate Finance
- ISOM 450 - Found. of Digital Enterprises and Markets
- ISOM 453 - Operations Strategy
- ISOM 455 - Superforecasting Tools for Building Predictive Systems
- ISOM 475 - Data Visualization
- MKT 409 -Marketing elective abroad-related
- OAM 430 - Competitive Advantage
- OAM 432 - Negotiations

OAM 433 - Leading and Managing Change  
*Approved economics, psychology, or sociology class*

### **STRATEGY AND MANAGEMENT CONSULTING**

Organizations are the engines of technological and social innovation, the foundations of individuals' careers, and therefore the bases of social advance and diversity. The academic study of organizations is a multi-disciplinary endeavor that draws from various social science disciplines including economics, political science, psychology and sociology. Organizational scholars utilize an array of quantitative and qualitative research methods to develop important insights about the antecedents and consequences of organizational behavior.

The Organization and Management faculty at Goizueta embody this diversity of disciplines and approaches and collectively have an active program of research and publication in leading management journals, as well as those in the corresponding social science disciplines. Members of our faculty play visible roles on the editorial boards of leading academic journals including the Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Academy of Management Discoveries, Organizational Behavior and Human Decision Processes, Organization Science, Strategic Management Journal, and Strategic Organization.

### **STRATEGY AND MANAGEMENT CONSULTING AREA DEPTH REQUIREMENTS**

#### **FOUR of the following elective courses (OAM):**

- 332 - Business and Society
- 335 - Strategies for Entertainment and Media
- 385 - Entrepreneurial Practicum
- 400 - OAM elective abroad
- 401 - OAM elective abroad-global
- 421 - Philanthropy Lab: Addressing Inequality in Atlanta
- 430 - Competitive Advantage
- 431 - Social Enterprise and Impact Investing
- 432 - Negotiations
- 433 - Leading and Managing Change
- 434 - Psychology of Leadership
- 436 - Entrepreneurship
- 438 - Management Consulting
- 439 - Business Ethics
- 440 - Leading with Evidence (*formerly 499R Special Topics: Leading with Evidence*)
- 464 - The Future of Specialty Coffee
- 471 - Applied Entrepreneurship
- 497 - Strategy and Organization and in the Healthcare Sector
- 499R - Special Topics: Bias in the Workplace
- 499R - Special Topics: Building a Satisfying Life and Career
- 499R - Special Topics: People Analytics
- 499R - Special Topics: Venture Capital and Minority Entrepreneurship

#### **May substitute ONE of the following related courses for an elective:**

- ACT 300 - Business Analysis and Valuation
- ACT 399R - Special Topics: Strategic Cost Management
- ACT 599R - Special Topics: Compensation and Management Control
- ACT 613 - Advanced Managerial Accounting

FIN 420 - Advanced Corporate Finance  
FIN 428B - Venture Capital and Private Equity  
ISOM 352 - Applied Data Analytics w/ Coding  
ISOM 354 - Strat. Modeling and Social Dynamics  
ISOM 358 - Advanced Decision Analytics  
ISOM 451 - Making Effective Decisions  
ISOM 453 - Operations Strategy  
ISOM 459 - Process Analysis and Six Sigma  
ISOM 499R - Special Topics: Coding for Bus Insight  
MKT 347 - Product and Brand Mgmt.  
MKT 442 - Marketing Consultancy Practicum  
MKT 446 - Advertising and Marketing Communications  
OAM 409 - OAM elective abroad-related  
FILM 403 - The Biz (*only students in Film & Media Concentration, does not count towards minimum of 6 required business electives*)  
*Approved economics, psychology, or sociology class*

### **SECONDARY AREA DEPTHS – CLASS OF 2024**

In order to equip BBA students to meet the challenges of a fast changing and globally integrated world, the faculty has designed secondary area depths that make use of a range of electives from across academic areas. These depths allow you to benefit from additional directed choices that provide focused study but integrated thinking. All students must complete a primary area depth and completion of a secondary depth is optional and necessitates three elective courses.

A student wishing to pursue one primary and one secondary depth may use one listed elective in the primary depth (four electives) to fulfill the requirements of the secondary depth (three electives). As a result, in order to fulfill one primary and one secondary depth, students must complete a minimum of 6 electives.

#### **ANALYTIC CONSULTING**

The Analytic Consulting depth exposes students to a rigorous analysis of business from multiple functional perspectives and prepares them to holistically address business problems and make meaningful recommendations. In addition, the electives in this depth enhances students' ability to identify relevant information and patterns in that information, with an emphasis on analyzing, optimizing, monitoring and controlling.

#### **THREE of the following courses, no more than one from any academic area:**

ACT 300 - Business Analysis and Valuation  
ACT 613 - Advanced Managerial Accounting  
FIN 322 – IMPACT: Strategic Valuation  
FIN 420 - Advanced Corporate Finance  
FIN 422 - Advanced Financial Markets  
ISOM 352 - Applied Data Analytics with Coding  
ISOM 354 - Strategic Modeling and Social Dynamics  
ISOM 356 - Think Code Make  
ISOM 358 - Advanced Decision Analytics  
ISOM 450 - Foundations of Digital Enterprises and Markets

ISOM 453 - Operations Strategy  
ISOM 454 - Advanced Data Science  
ISOM 455 - Superforecasting Tools for Building Predictive Systems  
ISOM 456 – Introduction to Business Data Analytics  
ISOM 459 – Process Analysis and Six Sigma  
ISOM 475 - Data Visualization  
MKT 342 - Data Driven Market Intelligence  
MKT 462 - Customer Lifetime Valuation  
OAM 430 - Competitive Advantage  
OAM 438 - Management Consulting  
OAM 499R - Special Topics: People Analytics

### **BUSINESS AND SOCIETY**

The Business and Society depth emphasizes the critical nature of the relationship between organizations and society, and the correlation between ethical behavior and corporate performance. Electives expose students not only to the emotional and cultural dimensions of the business world but also to the relationship between social responsibility and business strategy. Students explore the dual goals of improving economic performance while simultaneously integrating social and corporate values. In this depth, the focus is on harnessing information, analyzing complex situations and synthesizing data for ethical decision making.

#### **THREE of the following courses:**

ACT 399R - Special Topics: Sustainability Measurement and Reporting  
ACT 499R - Special Topics: Corporate Political Strategy  
ISOM 451 - Making Effective Decisions  
MKT 441 - Ideation  
OAM 332 - Business and Society  
OAM 421 - Philanthropy Lab: Addressing Inequality in Atlanta  
OAM 431 - Social Enterprise and Impact Investing  
OAM 433 - Leading and Managing Change  
OAM 437 - Leading for Creativity and Innovation  
OAM 439 - Business Ethics  
OAM 464 - The Future of Specialty Coffee  
*Approved Emory College elective - see Advisor*

### **ENTREPRENEURSHIP**

The entrepreneurship depth provides multi-disciplinary immersion into the intricacies of launching a new venture. The depth allows students with immediate entrepreneurial aspirations to develop and operationalize their concepts. For those whose entrepreneurial intentions are more long-term, the depth offers the foundational knowledge and skills needed to understand and evaluate start-ups. A range of largely-experiential courses across all academic disciplines provides students with hands-on opportunities to both work on projects of their own choosing and to partner with existing entrepreneurs. Concepts covered build the ability to conceive of and test ideas, identify markets and engage in customer discovery, utilize appropriate technologies as both venture platforms and back-end infrastructure, create sustainable competitive strategies, develop proformas and calculate valuation, and understand venture capital and other sources of funding. Faculty make use of both traditional and emerging pedagogical approaches to provide students with the most robust learning experience.

#### **ONE of the following courses:**

OAM 385 - Entrepreneurial Practicum  
OAM 436 - Entrepreneurship  
OAM 471 - Applied Entrepreneurship

**TWO the following courses:**

ACT 300 - Business Analysis and Valuation (*if not taken as flex core*)  
ACT 499R - Special Topics: Corporate Political Strategy  
FIN 322 - IMPACT: Strategic Valuation  
FIN 428B - Venture Capital and Private Equity  
FIN 485 - Entrepreneurial Private Equity  
ISOM 355 - Appcology  
ISOM 356 - Think, Code Make  
MKT 342 - Data Driven Market Intelligence  
MKT 348 - Sales and Business Development  
MKT 443 - Monetization and Pricing Strategy  
OAM 430 - Competitive Analysis  
OAM 431 - Social Enterprise and Impact Investing  
OAM 499R - Special Topics: Venture Capital and Minority Entrepreneurship  
*Or additional course from column one*

**INTERNATIONAL BUSINESS**

The International Business Depth prepares students for conducting business in an increasingly globalized world by providing a broadened world perspective. Specified electives in the depth focus on one or more aspects of international relationships, such as formulating global strategies, understanding and reporting global transactions, dealing with the complexities of global trade and finance, and marketing across geographic boundaries. In addition, students have the ability to select from a wide range of Emory electives that provide a liberal arts perspective within a global context. The depth also requires study or work experience abroad to provide students with a contextual grasp of international business.

**THREE of the following courses:**

ACT 401 - Accounting elective abroad-global  
ACT 619 - International Accounting  
ACT 650 (*formerly 612*) – Accounting for Business Combinations and Multinational Operations  
BUS 401 - Global business course abroad  
FIN 401 - Finance elective abroad-global  
FIN 403 - Global Macroeconomic Perspectives  
FIN 427 - International Finance  
ISOM 353 - Supply Chain Management  
ISOM 401 - ISOM elective abroad-global  
ISOM 450 - Found. of Digital Enterprises and Markets  
MKT 341 - Seminar on Global Marketing  
MKT 401 - Marketing elective abroad-global  
OAM 332 - Business and Society  
OAM 401 - OAM elective abroad-global  
OAM 435 - Multinational Firms and Strategy (*only offered abroad*)  
OAM 464 - The Future of Specialty Coffee

**ONE of the following options:**

- Approved Emory College elective - see Advisor

- Approved class abroad
- OR one more from the list above

## **REAL ESTATE**

The Real Estate depth is centered in the Finance department. Students are trained in the nuances of the real estate industry, with emphasis on factors that make up the market and the intricacies of properties as an asset in money management. In addition to fundamentals, students receive high-level training in development, REITS and capital markets. Courses allow flexibility and interaction with local professionals, giving students a competitive advantage. Goizueta's proximity to Atlanta is one of the greatest differentiators from other real estate programs. Not only is Atlanta one of the largest real estate markets in the country, but it is also home to the regional offices of various real estate companies that operate throughout the U.S. and beyond. Beyond the area depth, Goizueta offers a robust real estate program.

### **Required Course:**

FIN 425 - Real Estate Finance

### **TWO of the following elective courses:**

FIN 482 - Real Estate Market Analysis

FIN 486 - Real Estate Equity Investment

FIN 488 - Real Estate Development and Investment

FIN 489 - Advanced Real Estate Finance

### **May substitute ONE elective course with one of the following courses:**

FIN 495 - Distressed Investing

ISOM 451 - Making Effective Decisions

MKT 348 - Sales and Business Development

OAM 432 - Negotiations

## **CLASS OF 2025 AND BEYOND**

All BBAs in the Class of 2025 and beyond must complete at least one area depth. This depth may be functional or interdisciplinary. Each area depth requires completion of four elective courses, and students may opt to complete more than one area depth. Functional area depths correspond to the five academic areas within Goizueta. All functional depths with the exception of Accounting require the completion of that area's respective flex core course. Interdisciplinary depths require that students take a cross-section of courses across different academic areas. In all cases, a student may count only one course from the "related courses" column towards a given depth.

## **FUNCTIONAL AREA DEPTHS – CLASS OF 2025 AND BEYOND**

### **ACCOUNTING**

Accounting is the language of business, and fluency in financial reporting, the legal environment, and taxation should be part of your vocabulary. Every business decision involves choices of transaction structure, resource allocation, reporting to constituents such as shareholders, creditors, and investors, and compliance with many levels of government regulation and taxation. The Accounting area depth gives you critical skills to help you make complex decisions in an ever-changing environment.

Businessweek recently ranked Goizueta's undergraduate accounting program #3 in the U.S., and roughly one-third of our BBAs acquire an area depth in accounting. We offer two accounting tracks — one for Financial Accounting and Analysis and one for Professional Accounting (CPA).

The BBA area depth in accounting is pursued by students preparing for careers in corporate finance, financial analysis, investment banking, portfolio management, venture capital and private equity, and commercial lending. In your future career as a professional, when deciding whether to allocate capital you will have to analyze and predict future performance and risks for firms. Strong fundamental understanding of financial reporting and accounting and strong analytical and conceptual thinking are crucial components of such predictions.

Students preparing for professional careers in accounting can complete CPA requirements by either pursuing the MPA (Master of Professional Accounting) degree or by completing a suggested subset of accounting elective coursework that exceeds the 4 minimum electives required for the BBA depth. If you follow this path, you will join professional accounting firms in their auditing, forensic, tax, or consulting practices. Other common career paths include internal audit and financial management in corporations and governmental and not-for-profit entities, as well as careers that focus on a wide range of professional capabilities to serve the business community. Corporate managers prefer the advice of accounting information experts who understand the organization as a whole and the strategic and tactical problems of senior management. Many of the top financial professionals — the controller, the treasurer, the director of internal auditing, the director of financial planning, the vice president of finance, the chief financial officer — are CPAs.

## ACCOUNTING AREA DEPTH REQUIREMENTS

### FOUR of the following elective courses (ACT):

300 - Business Analysis and Valuation (*if not taken towards flex core requirement*)

312A - Financial Reporting I <sup>M,P</sup>

312B - Financial Reporting II <sup>M,P</sup>

330 - Personal Financial Planning <sup>P2</sup>

399R - Special Topics: Firm Fundamentals and Mispricing

399R - Special Topics: LedgerTech: Blockchain and Crypto

399R - Special Topics: Machine Learning for Fundamental Analysis

399R - Special Topics: Strategic Cost Management <sup>M,P</sup>

399R - Special Topics: Sustainability Measurement and Reporting

499R - Special Topics: Corporate Political Strategy

599R - Special Topics: Compensation and Management Control <sup>M,P1</sup>

420 - Accounting Analytics: Insights for Actions (*formerly Special Topics: Data Analytics for Financial Business Decisions*) <sup>M,P</sup>

516 - Accounting for Government and Nonprofit Organizations <sup>P1</sup>

650 (*formerly 612*) - Accounting for Business Combinations and Multinational Operations <sup>P1</sup>

613 - Advanced Managerial Accounting

615 - Federal Income Tax <sup>M,P</sup>

616 - Corporate and Partnership Taxation <sup>P2</sup>

618 - Auditing <sup>M,P</sup>

<sup>M</sup> Students wishing to pursue the **Certified Management Accounting (CMA)** certification should take all courses designated 'M'. The CMA is an international certification.

<sup>P,P1,P2</sup> 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.***

**May substitute ONE of the following related courses for an elective:**

FIN 420 - Advanced Corporate Finance  
FIN 422 - Advanced Financial Markets  
FIN 483 - Applied Investment Management  
ISOM 455 - Superforecasting Tools for Building Predictive Systems  
ISOM 456 - Intro to Business Data Analytics  
ISOM 475 - Data Visualization  
MKT 342 - Data Driven Market Intelligence  
MKT 347 - Product and Brand Management  
MKT 443 - Monetization and Pricing Strategy  
MKT 462 - Customer Lifetime Valuation  
OAM 430 - Competitive Advantage  
OAM 433 - Leading and Managing Change  
OAM 438 - Management Consulting  
OAM 499R - Special Topics: People Analytics

*\*Students who intend to sit for the CPA exam in the state of GA (and most other states) must earn 150 credit hours, including 30 hours of accountancy beyond ACT 200.*

**FINANCE**

Our goal in the Finance area is to provide you with a strong framework for financial decision making, from the Nobel Prize-winning models of the early theorists to the state-of-the-art methodologies of today. An understanding of the principles and practice of finance is often essential for career development, particularly as graduates' responsibilities become more general in nature as they progress in their careers.

A Finance area depth provides students with the knowledge, skills, and insights necessary to thrive in the ever-evolving financial sector. Course options include financial analytics, FinTech, security analysis and portfolio management, investment banking, consulting, real estate, mergers and acquisitions, private equity, and venture capital. Many students graduate to join leading investment banks commercial banks, and corporations. Businessweek recently ranked Goizueta's BBA program #2 in the area of Financial Management, and our Finance track is consistently one of the top concentrations at Goizueta.

**FINANCE AREA DEPTH REQUIREMENTS**

**Required Flex Core Course (FIN):**

323 - Investments

**FOUR of the following elective courses (FIN):**

322 - IMPACT: Strategic Valuation  
389 - Mergers and Acquisitions  
400 - Finance elective abroad

401 - Finance elective abroad-global  
403 - Global Macroeconomic Perspectives  
420 - Advanced Corporate Finance  
424 - Derivative Asset Analysis  
427 - International Finance  
428 - Investment Banking  
428B - Venture Capital and Private Equity  
429 - Fixed Income  
430 - Foundations of FinTech  
483 - Applied Investment Management  
484 - Advanced Derivative Assets  
485 - Entrepreneurial Private Equity  
487 - Global Derivatives Markets  
495 - Distressed Investing

**May substitute ONE of the following related courses for an elective:**

ACT 300 - Business Analysis and Valuation (*if not taken to fulfill flex core requirement*)  
ACT 420 - Accounting Analytics: Insights for Actions (*formerly Special Topics: Data Analytics for Financial Business Decisions*)  
ACT 616 - Corporate and Partnership Taxation  
FIN 321 - Economics and Finance of Film  
FIN 324 - Sports Finance  
FIN 409 - Finance elective abroad-related  
FIN 422 - Advanced Financial Markets  
FIN 425 - Real Estate Finance  
FIN 481 - Frontiers and Illiquid Assets  
FIN 482 - Real Estate Market Analysis  
FIN 486 - Real Estate Equity Investment  
FIN 488 - Real Estate Development and Investment  
FIN 489 - Advanced Real Estate Finance  
MKT 462 - Customer Lifetime Valuation  
OAM 385 - Entrepreneurial Practicum  
OAM 499R - Special Topics: Venture Capital and Minority Entrepreneurship

**INFORMATION SYSTEMS AND OPERATIONS MANAGEMENT**

The Information Systems and Operations Management (ISOM) area deals with the variety of approaches to structured and unstructured problem solving that have become critical to today's businesses and the hallmarks of modern consulting best-practices. The ISOM curriculum is designed to inform a wide range of professions, perhaps most emblematically that of consulting (in which systems and process problems are regularly tackled). To gain an appreciation of the dynamics of systems and processes, the ISOM curriculum offers a range of analytics courses that prepare you for dealing with large data sets, how to best apply statistical and computational methods in prediction, risk-assessment and strength/weakness detection, and the task of decision support application development to help automate and encapsulate intelligent approaches to problem solving. Along with preparation for analytical work, the ISOM curriculum offers courses that prepare you for best practices in management activity, including how to effectively account for operational and IT capabilities in strategy development and deployment and how to account for idiosyncrasies in individual and group psychology -- issues that can either help or hinder strategic efforts.

The ISOM curriculum reflects the strength of this knowledge base. Here three central themes reflect attention to the role of information technology in the contemporary enterprise, management of operations (including project, supply chain and quality management) and decision analysis (including quantitative methods). Recent ISOM majors have been placed at such firms as Bain, McKinsey, PwC and Hitachi.

### **ISOM AREA DEPTH REQUIREMENTS**

#### **Required Flex Core (ISOM):**

352 - Applied Data Analytics with Coding

#### **FOUR of the following elective courses (ISOM):**

353 - Supply Chain Management

354 - Strategic Modeling and Social Dynamics

355 - Appcology: New Commerce Infrastructure

356 - Think Code Make

358 - Advanced Decision Analytics

359 - Privacy in a Digital Age

400 - ISOM elective abroad

401 - ISOM elective abroad-global

450 - Foundations of Digital Enterprises and Markets

451 - Making Effective Decisions

453 - Operations Strategy

454 - Advanced Data Science

455 - Superforecasting Tools for Building Predictive Systems

456 - Introduction to Business Data Analytics

459 - Process Analysis and Six Sigma

#### **May substitute ONE of the following related courses for an elective:**

ACT 420 - Accounting Analytics: Insights for Actions (*formerly 499R Special Topics: Data Analytics for Financial Business Decisions*)

FIN 430 - Foundations of FinTech

ISOM 409 - ISOM elective abroad-related

MKT 342 - Data Driven Market Intelligence

MKT 343 - Digital and Social Media Strategy

MKT 447 – Sports Marketing

OAM 430 - Competitive Advantage

OAM 433 - Leading and Managing Change

OAM 440 - Leading with Evidence

*Approved computer science class*

### **MARKETING**

Marketing is concerned with creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Goizueta's marketing faculty is comprised of highly-accomplished scholars well known for their work on customer relationship management, marketing analytics, customer loyalty programs, customer valuation, pricing, auctions, brand management, market structure and evolution, social media, shopper decision-making, multi-channel management, and assessing market opportunities in emerging markets. If you focus your studies in marketing, you will select from electives that develop your toolkit to analyze customers and market opportunities, assess and create marketing strategies, and implement marketing programs.

Students who study marketing gain proficiency in the latest methods and concepts for understanding customer behavior, devising effective marketing strategies, and implementing and assessing marketing programs. Further, the shift in marketing resources to online media and channels, the emerging importance of consumer-generated communications, and the growing prevalence of customer databases present opportunities for graduates whose skills combine the traditional creative approach to marketing with a data-driven perspective to resource allocation.

Graduates with an area depth in marketing have obtained positions involving product and brand management, digital and interactive marketing, e-business, advertising and marketing communications, marketing research and customer insights, customer relationship management, pricing, sales and account management, and consulting. Students can look forward to career opportunities in large and small organizations representing a spectrum of industrial, consumer goods, service, electronic commerce, and consulting firms/institutions in the public and private sectors. Besides students whose focal interest is a career in marketing, the Marketing major is popular for students interested in general management careers, as well as in the media and entertainment field, and management consulting.

### **MARKETING AREA DEPTH REQUIREMENTS**

#### **Required Flex Core (MKT):**

345 – Advanced Marketing Strategy

#### **Choose ONE from Required Courses (MKT):**

342 - Data Driven Market Intelligence

343 - Digital and Social Media Strategy

347 - Product and Brand Management

462 - Customer Lifetime Valuation

#### **Choose TWO from the combined set of Required (above) and Elective Courses (MKT):**

339 - Content Marketing (*formerly 399R Special Topics: Content Marketing in the Digital Age*)

341 - Seminar on Global Marketing

346 - Consumer Behavior

348 - Sales and Business Development

400 - Marketing elective abroad

401 - Marketing elective abroad-global

441- Ideation

442 - Marketing Consultancy Practicum

443 - Monetization and Pricing Strategy

446 - Advertising and Marketing Communications

447 - Sports Marketing

499R - Special Topics: AI in Marketing

499R - Special Topics: Data Monetization Lab

#### **Choose ONE from the combined set of Required, Elective and Related Courses listed below:**

ACT 300 - Business Analysis and Valuation (*if not taken as flex core*)

FIN 324 - Sports Finance

FIN 420 - Advanced Corporate Finance

ISOM 450 - Found. of Digital Enterprises and Markets

ISOM 453 - Operations Strategy

ISOM 455 - Superforecasting Tools for Building Predictive Systems

ISOM 475 - Data Visualization  
MKT 409 -Marketing elective abroad-related  
OAM 430 - Competitive Advantage  
OAM 432 - Negotiations  
OAM 433 - Leading and Managing Change  
*Approved economics, psychology, or sociology class*

## **ORGANIZATION AND MANAGEMENT**

Organizations are the engines of technological and social innovation, the foundations of individuals' careers, and therefore the bases of social advance and diversity. The academic study of organizations is a multi-disciplinary endeavor that draws from various social science disciplines including economics, political science, psychology and sociology. Organizational scholars utilize an array of quantitative and qualitative research methods to develop important insights about the antecedents and consequences of organizational behavior.

The Organization and Management faculty at Goizueta embody this diversity of disciplines and approaches and collectively have an active program of research and publication in leading management journals, as well as those in the corresponding social science disciplines. Members of our faculty play visible roles on the editorial boards of leading academic journals including the Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Academy of Management Discoveries, Organizational Behavior and Human Decision Processes, Organization Science, Strategic Management Journal, and Strategic Organization.

## **ORGANIZATION AND MANAGEMENT AREA DEPTH REQUIREMENTS**

### **Required Flex Core (OAM):**

330 – Organization and Management OR 331 – Strategic Management

### **FOUR of the following elective courses (OAM):**

332 - Business and Society  
335 - Strategies for Entertainment and Media  
385 - Entrepreneurial Practicum  
400 - OAM elective abroad  
401 - OAM elective abroad-global  
421 - Philanthropy Lab: Addressing Inequality in Atlanta  
430 - Competitive Advantage  
431 - Social Enterprise and Impact Investing  
432 - Negotiations  
433 - Leading and Managing Change  
434 - Psychology of Leadership  
436 - Entrepreneurship  
438 - Management Consulting  
439 - Business Ethics  
440 - Leading with Evidence (*formerly 499R Special Topics: Leading with Evidence*)  
464 - The Future of Specialty Coffee  
471 - Applied Entrepreneurship  
497 - Strategy and Organization and in the Healthcare Sector  
499R - Special Topics: Bias in the Workplace  
499R - Special Topics: Building a Satisfying Life and Career  
499R - Special Topics: People Analytics

499R - Special Topics: Venture Capital and Minority Entrepreneurship

**May substitute ONE of the following related courses for an elective:**

ACT 300 - Business Analysis and Valuation (*if not taken as flex core*)

ACT 399R - Special Topics: Strategic Cost Management

ACT 599R - Special Topics: Compensation and Management Control

FIN 420 - Advanced Corporate Finance

FIN 428B - Venture Capital and Private Equity

ISOM 352 - Applied Data Analytics with Coding (*if not taken as flex core*)

ISOM 358 - Advanced Decision Analytics

ISOM 453 - Operations Strategy

ISOM 459 - Process Analysis and Six Sigma

ISOM 499R - Special Topics: Coding for Bus Insight

MKT 347 - Product and Brand Mgmt.

MKT 442 - Marketing Consultancy Practicum

OAM 409 - OAM elective abroad-related

FILM 403 - The Biz (*only students in Film & Media Concentration, does not count towards minimum of 6 required business electives*)

*Approved economics, psychology, or sociology class*

**INTERDISCIPLINARY AREA DEPTHS – CLASS OF 2025 AND BEYOND**

In order to equip BBA students to meet the challenges of a fast changing and globally integrated world, the faculty has designed cross-functional depths that make use of a range of electives from across academic areas. These depths allow you to benefit from additional directed choices that provide focused study but integrated thinking.

The depths listed below also require four electives. These depths are sufficient to meet the area depth requirement on their own and do not need to be paired with another depth.

**ANALYTIC CONSULTING**

The Analytic Consulting depth exposes students to a rigorous analysis of business from multiple functional perspectives and prepares them to holistically address business problems and make meaningful recommendations. In addition, the electives in this depth enhances students' ability to identify relevant information and patterns in that information, with an emphasis on analyzing, optimizing, monitoring and controlling.

**FOUR of the following courses, from at least three different academic areas:**

ACT 300 - Business Analysis and Valuation (*if not taken as flex core*)

ACT 613 - Advanced Managerial Accounting

FIN 322 - IMPACT: Strategic Valuation

FIN 420 - Advanced Corporate Finance

FIN 422 - Advanced Financial Markets

ISOM 352 - Applied Data Analytics with Coding (*if not taken as flex core*)

ISOM 354 - Strategic Modeling and Social Dynamics

ISOM 356 - Think Code Make

ISOM 358 - Advanced Decision Analytics

ISOM 450 - Foundations of Digital Enterprises and Markets

ISOM 453 - Operations Strategy

ISOM 454 - Advanced Data Science  
ISOM 455 - Superforecasting Tools for Building Predictive Systems  
ISOM 456 – Introduction to Business Data Analytics  
ISOM 459 – Process Analysis and Six Sigma  
ISOM 475 - Data Visualization  
MKT 342 - Data Driven Market Intelligence  
MKT 462 - Customer Lifetime Valuation  
OAM 430 - Competitive Advantage  
OAM 438 - Management Consulting  
OAM 499R - Special Topics: People Analytics

### **BUSINESS AND SOCIETY**

The Business and Society depth emphasizes the critical nature of the relationship between organizations and society, and the correlation between ethical behavior and corporate performance. Electives expose students not only to the emotional and cultural dimensions of the business world but also to the relationship between social responsibility and business strategy. Students explore the dual goals of improving economic performance while simultaneously integrating social and corporate values. In this depth, the focus is on harnessing information, analyzing complex situations and synthesizing data for ethical decision making.

#### **FOUR of the following courses, from at least three different academic areas:**

ACT 399R - Special Topics: Sustainability Measurement and Reporting  
ACT 499R - Special Topics: Corporate Political Strategy  
ISOM 451 - Making Effective Decisions  
MKT 441 - Ideation  
OAM 332 - Business and Society  
OAM 421 - Philanthropy Lab: Addressing Inequality in Atlanta  
OAM 431 - Social Enterprise and Impact Investing  
OAM 433 - Leading and Managing Change  
OAM 437 - Leading for Creativity and Innovation  
OAM 439 - Business Ethics  
OAM 464 - The Future of Specialty Coffee  
*Approved Emory College elective - see Advisor*

### **ENTREPRENEURSHIP**

The entrepreneurship depth provides multi-disciplinary immersion into the intricacies of launching a new venture. The depth allows students with immediate entrepreneurial aspirations to develop and operationalize their concepts. For those whose entrepreneurial intentions are more long-term, the depth offers the foundational knowledge and skills needed to understand and evaluate start-ups. A range of largely-experiential courses across all academic disciplines provides students with hands-on opportunities to both work on projects of their own choosing and to partner with existing entrepreneurs. Concepts covered build the ability to conceive of and test ideas, identify markets and engage in customer discovery, utilize appropriate technologies as both venture platforms and back-end infrastructure, create sustainable competitive strategies, develop proformas and calculate valuation, and understand venture capital and other sources of funding. Faculty make use of both traditional and emerging pedagogical approaches to provide students with the most robust learning experience.

#### **ONE of the following courses:**

OAM 385 - Entrepreneurial Practicum  
OAM 436 - Entrepreneurship  
OAM 471 - Applied Entrepreneurship

**THREE of the following courses, from at least three different academic areas:**

ACT 300 - Business Analysis and Valuation (*if not taken as flex core*)  
ACT 499R - Special Topics: Corporate Political Strategy  
FIN 322 - IMPACT: Strategic Valuation  
FIN 428B - Venture Capital and Private Equity  
FIN 485 - Entrepreneurial Private Equity  
ISOM 355 - Appcology  
ISOM 356 - Think, Code Make  
MKT 342 - Data Driven Market Intelligence  
MKT 348 - Sales and Business Development  
MKT 443 - Monetization and Pricing Strategy  
OAM 430 - Competitive Analysis  
OAM 431 - Social Enterprise and Impact Investing  
OAM 499R - Special Topics: Venture Capital and Minority Entrepreneurship  
*Or additional course from column one*

**INTERNATIONAL BUSINESS**

The International Business Depth prepares students for conducting business in an increasingly globalized world by providing a broadened world perspective. Specified electives in the depth focus on one or more aspects of international relationships, such as formulating global strategies, understanding and reporting global transactions, dealing with the complexities of global trade and finance, and marketing across geographic boundaries. In addition, students have the ability to select from a wide range of Emory electives that provide a liberal arts perspective within a global context. The depth also requires study or work experience abroad to provide students with a contextual grasp of international business.

**THREE of the following courses, from at least three different academic areas:**

ACT 401 - Accounting elective abroad-global  
ACT 619 - International Accounting  
ACT 650 (*formerly 612*) – Accounting for Business Combinations and Multinational Operations  
BUS 401 - Global business course abroad  
FIN 401 - Finance elective abroad-global  
FIN 403 - Global Macroeconomic Perspectives  
FIN 427 - International Finance  
ISOM 353 - Supply Chain Management  
ISOM 401 - ISOM elective abroad-global  
ISOM 450 - Found. of Digital Enterprises and Markets  
MKT 341 - Seminar on Global Marketing  
MKT 401 - Marketing elective abroad-global  
OAM 332 - Business and Society  
OAM 401 - OAM elective abroad-global  
OAM 435 - Multinational Firms and Strategy (*only offered abroad*)  
OAM 464 - The Future of Specialty Coffee

**ONE of the following options:**

- Approved Emory College elective - see Advisor

- Approved class abroad
- OR one more from the list above

## **REAL ESTATE**

The Real Estate depth is centered in the Finance department. Students are trained in the nuances of the real estate industry, with emphasis on factors that make up the market and the intricacies of properties as an asset in money management. In addition to fundamentals, students receive high-level training in development, REITS and capital markets. Courses allow flexibility and interaction with local professionals, giving students a competitive advantage. Goizueta's proximity to Atlanta is one of the greatest differentiators from other real estate programs. Not only is Atlanta one of the largest real estate markets in the country, but it is also home to the regional offices of various real estate companies that operate throughout the U.S. and beyond. Beyond the area depth, Goizueta offers a robust real estate program.

### **Required Course:**

FIN 425 - Real Estate Finance

### **THREE elective courses from the following:**

FIN 482 - Real Estate Market Analysis

FIN 486 - Real Estate Equity Investment

FIN 488 - Real Estate Development and Investment

FIN 489 - Advanced Real Estate Finance

### **May substitute ONE elective course with one of the following courses:**

FIN 495 - Distressed Investing

ISOM 451 - Making Effective Decisions

MKT 348 - Sales and Business Development

OAM 432 - Negotiations

## **CONCENTRATIONS**

The BBA Curriculum extends far beyond the traditional core and elective courses. We offer a growing series of collaborative concentrations between Goizueta Business School and Emory College, providing a structured approach to immersing BBA and College students in both the intellectual and business aspects of specific industries or fields.

If you have other specialized interests, we will work with you to design a custom set of electives that utilize both College and Business School offerings. These innovative collaborations deepen BBA students' knowledge of their fields of interest while equipping BA/BS students with fundamental business principles and practices relevant to their majors.

Current established concentrations include:

### **Arts Management (includes Art History, Music, Theater, and Dance)**

The Concentration in Arts Management is a collaboration between the department of Art History, Music, and Theater and Dance in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and students who are Art History, Music, Theater, or Dance majors.

The Arts Management Concentration enhances perspectives and competencies by providing context outside the discipline and integrating theory with practice. The concentration provides knowledge, competencies and experiences for BA and BBA students interested in pursuing administrative and management careers in the performing arts. BBA students focus on the history, politics and practice of the arts field of their choice within Emory College. Arts students acquire grounding that enables them to understand the organizational and market mechanisms underlying the creation and dissemination of the arts. All students pursue business-related and arts focused electives and participate in a capstone course that provides the opportunity to synthesize and validate their evolving perspectives in both an academic and an applied environment.

### **Business Across Disciplinary Boundaries**

This joint concentration offers BBA students and Emory College students majoring in American Studies (AMST) or Interdisciplinary Studies (IDS), under the auspices of the ILA, cross-fertilization experiences that create connections and competencies critical to professional careers in for-profit and non-profit organizations, as well as in academia. This concentration will help students' cross traditional boundaries and disciplines, to develop interdisciplinary knowledge and skills for creative, integrative analysis and problem-solving.

The Business Across Disciplinary Boundaries concentration is open by application to business school and Emory College students majoring in American Studies/Interdisciplinary Studies. 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, networking events, industry speakers, and professional development opportunities augment the resources available to concentration students.

### **Environmental Management**

The Concentration in Environmental Management is collaboration between the department of Environmental Sciences in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and students who are Environmental Sciences majors.

This concentration provides knowledge, competencies and experiences for ENVS BA or BS and BBA students interested in pursuing careers in environmental management. BBA students who complete this concentration will focus on the history, politics and practice of the environmental fields. Environmental Sciences students who complete the concentration will acquire grounding in business principles and practices including- management, marketing, finance and strategy. All students will be required to pursue business-related and environmentally focused industry-related electives and to participate in a capstone course that will give them the opportunity to synthesize and validate their evolving perspectives in both an academic and an applied environment.

### **Film and Media Management**

The Concentration in Film and Media Management is a collaborative effort between the Department of Film and Media Studies in Emory College and the Goizueta Business School BBA Program. This integrated set of curricular offerings provides knowledge, hands-on skills, and industry experiences for BA and BBA students interested in pursuing film and media as a postgraduate or professional option.

The film and media management concentration is open by application to business school and Emory College students majoring in film studies. 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, networking events, industry speakers, and professional opportunities augment the resources available to concentration students.

### **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.

## **BBA JOINT AND DUAL DEGREE PROGRAMS**

### **BBA/MPA**

The BBA/MPA allows students to combine a Master of Professional Accounting (MPA) with any Goizueta BBA undergraduate depth.

The Master of Professional Accounting (MPA) is awarded as a joint degree with Goizueta's Bachelor of Business Administration (BBA) degree. Students can begin graduate coursework in a wide range of areas requiring accounting expertise, while completing their undergraduate degree.

Though educational models vary by state, nearly all states require the completion of 150 semester hours of post-secondary education and a baccalaureate degree from an accredited College or university prior to sitting for the CPA examination. Earning the necessary 22 additional credit hours over the requirements for the undergraduate degree will require a minimum of an additional semester, and in many cases, two semesters of enrollment. . The BBA/MPA program is designed to address this need through master's level coursework and an internship. This is a joint degree program, and graduates are awarded both degrees at the same time upon completion of all requirements.

For more details, visit the [MPA website](#).

### **BBA/MSBA**

The joint BBA/MSBA allows a Goizueta BBA student to complete a joint degree in 4.5 years instead of the typical 4 + 1 year timeframe of completing a BBA and then a Master of Science in Business Analytics. The MSBA is a STEM-credentialed program designed to develop a "business data scientist" who can speak the language of business, data, and technology. In addition to the regular, stand-alone 10-month program that admits students from all over the world, the MSBA offers BBA students the opportunity to apply to and enroll in a joint BBA/MSBA curriculum.

The joint degree program is structured to permit students to finish both degrees in a compressed time period, typically 4.5 years, requiring one additional semester of coursework. Admission to this joint degree program is reserved for current Goizueta BBA students, and does not require GRE/GMAT scores.

Students should apply during their junior year. The senior year will be devoted to the MSBA curriculum, before returning to the BBA program to complete any remaining requirements,

Successful BBA/MSBA applicants will possess technical and quantitative fluency, typically acquired through significant coursework in advanced calculus, statistics, linear algebra, programming, and databases/SQL as well as other applied math and/or computer science classes.

#### PRE-REQUISITES FOR ADMISSIONS TO THE BBA/MSBA DEGREE

1. Technology Competency: Fluency in a programming language; in-depth understanding of databases and SQL
2. Mathematics Competency: Completion of the following courses with a grade of B or higher: Calculus 1, Calculus 2, Statistics

For more details, visit the [MSBA website](#).

#### **BBA/ENGINEERING**

The Dual Degree Engineering Program is a partnership between Emory University and Georgia Institute of Technology. The program confers a BBA from Emory and a BS in Engineering from Georgia Tech. The Dual Degree Engineering Program is sequential and typically takes between five to six years to complete, depending on a variety of factors. Dual Degree students spend their first three years on campus completing the pre-engineering curriculum while also fulfilling Emory general education requirements and BBA program requirements. When general education requirements, BBA requirements, and engineering pre-requisite coursework is complete, typically after the Spring semester of the third year, students then transfer to Georgia Tech. In addition to GERs and BBA requirements, students must complete a minimum of 100 credit hours at Emory, and must have an overall GPA and math and science GPA above a 3.3 to be admitted to Georgia Tech. Students interested in this program should meet with Emory's Dual Degree advisor as soon as possible.

For contact information, deadlines, and information on engineering options and pre-requisites, please visit the [Dual Degree website](#).

#### **BBA + QSS CO-MAJOR**

The Institute for Quantitative Theory and Methods (QTM) in Emory College and the Bachelor of Business Administration program in the Goizueta Business School offer a BBA with a secondary major in QSS. Students complete the BBA program along with a secondary QSS major. The secondary major consists of the requisite QTM core and elective coursework and additional BBA elective coursework. The BBA + QSS is only available to students matriculated to the Goizueta BBA Program. The purpose of this offering is to enhance the quantitative and analytic preparation of students choosing to study business at Emory. As is the case for all students who choose to earn a major in Emory College along with the BBA degree, both academic credentials may be earned within the standard four year academic plan, but doing so requires careful scheduling.

For more details, visit the [BBA+QSS website](#).

## SECOND MAJORS AND MINORS IN EMORY COLLEGE

Historically, approximately 28% of the graduating BBA class has earned a College major. The possibility of completing the needed College course work in conjunction with the BBA degree depends on the requirements of the major you are pursuing. You can use your open and non-business classes to take the courses you need by planning carefully and working with advisors in both the business school and the College.

BBA students are additionally permitted to declare a minor in Emory College. Undergraduates are limited to two academic plans of study. This means that BBA students may have a maximum of one major OR minor in Emory College, with candidacy for the Bachelor of Business Administration degree as the first plan of study.

### BUSINESS MINOR

Emory College students may earn a minor in business.

Minor Pre-requisites:

- ECON 101: Principles of Microeconomics OR FIN 201 Business Economics OR equivalent AP credit
- QTM100 Intro to Stat Inference, Math 117, Econ 220, or equivalent statistics course offered at Emory or Oxford College, AP/IB credit, or passing level performance on statistics equivalency exam will be required

Minor Curriculum (18 hours):

- ACT 200 Accounting: The Language of Business
- FIN 320 Corporate Finance
- ISOM 351 Systems and Process Management
- MKT 340 Marketing Management
- OAM 330 Organization and Management OR OAM 331 Strategic Management
- One business elective based on functional interest OR One area flex core course

Notes:

- ECS102: The Liberal Arts Edge (1 credit hour) is highly recommended as a way for liberal arts students to create context and framing for the application of business knowledge
- Students planning to take an elective or flex core course related to business analytics are highly encouraged to additionally complete BUS 350 Data and Decision Analytics. BUS 350 is a prerequisite for most analytics courses.
- Goizueta does not certify any business course equivalents for College students completed at Emory College study abroad partners.
- All hours towards the minor must be earned with courses completed at Goizueta Business School.

## COURSE DESCRIPTIONS

### PREREQUISITE COURSES

#### **BUS 350 - Data and Decision Analytics (3 credits)**

Prerequisite: Statistical competency as demonstrated via credit for AP Statistics, completion of a statistics course (ECON/ECON\_OX 220, QTM/QTM\_OX 100, QTM/QTM\_OX 110, MATH\_OX 117, or equivalent course), or successful completion of online statistics bootcamp and waiver exam  
Teaches students to deal with, manipulate, and gain insight from data to solve problems in the 21st-century business context. Students will analyze business data and perform predictive analytics by working with real-world data across a variety of industries and business contexts to engage in applied problem-solving. The class will familiarize students with a set of increasingly sophisticated tools and techniques (models and methodologies) for data-based business decision making. Students will additionally be exposed to a variety of technological tools commonly used in business analytics.

#### **FIN 201 - Business Economics (3 credits)**

Prerequisite: None

This course in economics will provide the fundamental tools in understanding the workings of markets and those participating in markets. Topics from microeconomics include the following: demand functions, production and supply functions, elasticity, market equilibrium, the theory of consumer choice, market efficiency, externalities, price controls and tax, market structure, and profitability. Topics from macroeconomics include: macroeconomic statistics, models of aggregates, the workings of the Federal Reserve Bank, monetary policy, fiscal policy, labor markets, and trade. We will also cover an introduction to finance. The course will include lectures, group work, economic activities, written assignments, and exams. Students will learn economic theory, experience economics, translate experience into theory and translate theory into experience.

### ACCOUNTING COURSES

#### **ACT 200 - Accounting: The Language of Business (3 credits, Core Course)**

Prerequisites: None

Accounting is called "the language of business" because its purpose is to measure, analyze, and report financial and nonfinancial information to help plan, communicate, and implement an organization's strategic goals and evaluate and control its performance. Using real data, you will learn to identify and measure costs and benefits for decision-making, effectively allocate an organization's economic resources, analyze typical business transactions, construct and interpret financial statements, and use financial and nonfinancial measures to evaluate an organization's economic performance.

#### **ACT 300 - Business Analysis and Valuation (3 credits, Flex Core for Class of 2025 and beyond)**

Prerequisite: ACT 200 Accounting: The Language of Business

Using financial statements to analyze and value businesses is a key skill needed for careers in fields like consulting, investment banking, public accounting, corporate finance, and venture capital and private equity. This course will teach you how to extract information from financial statements to gain insights into a company's current business performance and risk. You will also learn cutting-edge techniques to forecast future earnings and cash flows, estimate firm value, and challenge the market's assumptions driving the stock prices of well-known companies operating around the world.

#### **ACT 312A — Financial Reporting of Operations (3 credits) (formerly Financial Reporting I)**

Prerequisite: ACT 200 Accounting: The Language of Business

First of two courses examining the foundations of financial accounting and reporting. Accounting issues are considered from the point of view of the preparer, auditor, and user of financial statements. Topics include a review of the accounting cycle, and US and international financial reporting standards for the presentation of financial statements and the reporting of cash, receivables, inventories, and long-lived tangible and intangible assets.

**ACT 312B – Financial Reporting Debt and Equity (3 credits) (formerly Financial Reporting II)**

Prerequisite: ACT 312A Financial Reporting of Operations

Second of two courses examining the foundations of financial accounting and reporting. Accounting issues are considered from the point of view of the preparer, auditor, and user of financial statements. Topics include US and international financial reporting standards for operating and contingent liabilities, debt, leases, shareholders' equity, dilutive securities, marketable securities, investments in affiliates, income taxes, retirement plans, accounting changes and errors, and the statement of cash flows.

**ACT 330 – Personal Financial Planning (3 credits)**

Prerequisites: None

In Personal Financial Planning, also known as Money Talks, we are obsessed with maximizing financial success in your life. You will develop an understanding of the assumptions, principles, procedures and concepts underlying financial planning, developing strategic personal life and financial goals and priorities, budgeting, emergency and discretionary funds, managing risk through insurance, employer provided benefits for education and tax-advantaged retirement, buying a home/car, navigating wills, trusts, estates, and ultimately, developing your financial plan to achieve your life's goals.

**ACT 399R – Special Topics: Firm Fundamentals and Mispricing (3 credits)**

Prerequisites: None

This course will expose you to state-of-the-art research and valuable frameworks on the optimal use of accounting information for forecasting and on the identification of market inefficiencies in using accounting information for firm valuation. You will identify relevant research, access appropriate databases, and use effective tools for performing analyses to distinguish between the fundamental value versus investor sentiment components of stock prices. Using these accounting signals will therefore aid in selecting stocks that potentially earn abnormal stock returns and beat the market.

**ACT 399R – Special Topics: LedgerTech: Blockchain and Crypto (3 credits)**

Prerequisites: None

LedgerTech refers to the contemporary technologies such as Blockchain that are revolutionizing accounting. We will discuss the origins and evolution of double-entry ledgers and why they play such a critical role in today's global economy. We will show how blockchain technology relates to and differs from traditional ledgers and why blockchain represents a disruptive technology in accounting. We will also discuss how crypto assets are inherently connected to ledger technology, how LedgerTech is changing the audit process, and issues related to reporting crypto assets, regulation, and taxation.

**ACT 399R – Special Topics: Machine Learning for Fundamental Analysis (3 credits, first offered in Spring 2024)**

Prerequisites: forthcoming

Course description is forthcoming.

**ACT 399R – Special Topics: Strategic Cost Management (3 credits)**

Prerequisites: None

This course covers the internal generation and interpretation of information for strategic and operational decision-making purposes, which is of paramount importance for decision-making in organizations, irrespective of function (sales, marketing, operations, procurement, finance, accounting, and other functions). You will learn how to identify information that is relevant for decision-making, cost and revenue behavior, different costing techniques, profit planning, customer profitability analysis, and how to evaluate performance against plans. This course is especially useful if you are interested in consulting and will prepare you for your interviews with consulting companies.

**ACT 399R – Special Topics: Sustainability Measurement and Reporting (3 credits)**

Prerequisites: None

What gets measured gets done, what gets measured and fed back gets done well, what gets rewarded gets repeated (John E. Jones III). Sustainability is a cause and concern for all of us, as it is about taking extraordinary care to preserve and protect our planet and our people. This course focuses on how companies can tell their ESG story with meaning, relevance, context, and success. We will discuss how a company can tell an effective sustainability story, whether sustainability reports add value to a stakeholder, what they should measure, and how meaningful they are, especially absent a common required framework. We will also discuss the standards the company should follow, especially given that many organizations have set standards (e.g., Global reporting Initiative in the EU, the SASB/VRF in the US) but there is no universal, uniform set of standards. We will discuss the fact that while external entities provide ESG ratings of companies, these ratings are limited absent a consistent methodology and common standards. We will focus on these areas in the context of the SEC's call for greater disclosure about climate change. We will study sustainability reports of Delta Airlines, UPS, and Exxon and examine best practices in sustainability reporting.

**ACT 410 - Legal Environment of Business (4 credits, Core Course)**

Prerequisites: None

In Personal Financial Planning, also known as Money Talks, we are obsessed with maximizing financial success in your life. You will develop an understanding of the assumptions, principles, procedures and concepts underlying financial planning, developing strategic personal life and financial goals and priorities, budgeting, emergency and discretionary funds, managing risk through insurance, employer provided benefits for education and tax-advantaged retirement, buying a home/car, navigating wills, trusts, estates, and ultimately, developing your financial plan to achieve your life's goals.

**ACT 420 – Accounting Analytics: Insights for Actions (3 credits) (formerly 499R Special Topics: Data Analytics for Financial Business Decisions)**

Prerequisites: None

This course teaches students how to use analytics with financial data to make better, data informed decisions. This course is an overview course and is designed to expose students to the many different ways in which data analytic tools can be used in accounting settings. To teach students how to successfully combine their understanding of accounting concepts with data analytics skills and tools, this course focuses on: 1. Reframing business issues that require the use of accounting knowledge into specific analytical questions 2. Manipulating data and calculating answers to the above framed questions 3. Communicating results with appropriate context in a meaningful and easy to understand manner.

**ACT 499R – Special Topics: Corporate Political Strategy (3 credits)**

Prerequisites: None

By electing politicians who appoint regulators, voters effectively set the "rules of the game" for all businesses. Recognizing this, firms invest resources to glean information about future political

developments and shape their disclosure practices to potentially influence political outcomes. In this class, we will learn how businesses leverage information dynamics to manage the risks and opportunities presented by political systems. We will examine government regulation of industry, activist and public interest groups, the role of lobbying and campaign contributions in the policymaking process, ethical frameworks for corporate political strategy, and other related topics. Examples and cases will be drawn from the United States, developed democracies, and emerging markets.

### **ACT 516 – Accounting for Government and Nonprofit Organizations (3 credits)**

Prerequisite: ACT 200 Accounting: The Language of Business

Financial reporting and analysis of government and nonprofit organizations. Government topics include fund accounting, general and special-purpose funds, and government-wide financial statements for both Federal and state/local organizations. Nonprofit topics include tax exempt status, Form 990, unrelated business income, private foundations, contributed vs. earned income, functional expenses, endowments, split-interest agreements, and mergers and acquisitions. Special focus will be given to NGOs operating in the healthcare and higher ed sectors.

### **ACT 650 (formerly 612) - Accounting for Business Combinations and Multinational Operations (3 credits)**

Prerequisites: None

Financial reporting and analysis of complex business combinations and multinational operations. Topics include mergers and acquisitions, joint ventures and partnerships, noncontrolling interests, variable interest entities, consolidated financial statements, pushdown accounting, foreign currency transactions, financial derivatives, foreign subsidiaries, and business and geographic segments.

### **ACT 613 - Advanced Managerial Accounting (3 credits)**

Prerequisites: ACT 200 Accounting: The Language of Business

Advanced examination of cost control and performance evaluation systems. Topics include information relevant for decision making, cost behavior, activity-based costing, pricing, cost-volume-profit analysis, operating budgets and variance analysis, capital budgeting, transfer pricing, and performance evaluation.

### **ACT 615 - Federal Income Tax (3 credits)**

Prerequisite: ACT 200 Accounting: The Language of Business

Introduction to the US federal income tax system, with an emphasis on the taxation of individuals. Topics include tax status, dependents, gross income, self-employment income, investment income, itemized deductions, alternative minimum tax, tax credits, penalties, planning to minimize taxes.

### **ACT 616 - Corporate and Partnership Taxation (3 credits)**

Prerequisites: None

Federal taxation of business enterprises and entities other than individuals. Topics include the taxation of the organization, operation, and dissolution of corporations, S corporations, partnerships, and limited liability companies; international and interstate operations; nonprofit organizations; estates; and gifts.

### **ACT 618 - Auditing (3 credits)**

Prerequisite: ACT 312A/612A or permission of instructor

Introduction to the concepts, principles, and procedures underlying assurance and financial statement auditing, with an emphasis on the revenue cycle. Topics include the auditing environment, audit planning, materiality, risk assessment, evidence and documentations, internal controls, audit sampling, auditing the revenue cycle, audit reports, professional conduct, and legal liability.

## **FINANCE COURSES**

### **FIN 320 - Corporate Finance (3 credits, Core Course)**

Prerequisites: ACT 200 Accounting: The Language of Business and BUS 350 Data and Decision Analytics

This course provides an introduction to finance. It addresses the theory and practice of financial management and the generation and allocation of financial resources. It has three major objectives: 1. To provide you with a foundation in the basic concepts of finance, including the time value of money, the role of financial markets, asset valuation, portfolio theory, asset pricing, and the risk-return tradeoff. 2. To develop your skills in financial analysis, planning, and decision-making. 3. To expand your awareness of institutions and practices in business and finance.

### **FIN 321 – Economics and Finance of Film (3 credits)**

Prerequisites: FIN 201 Business Economics OR ECON 101 Introductory Microeconomics and ECON 112

Introductory Macroeconomics (or instructor permission)

Introduces students to the underlying economic structure and financing of films and current trends impacting filmmaking and its role in the overall U.S. economy. This course will explore contemporary models and theory of finance as they relate to the film industry as well as finance and economic theory in such areas as industrial organization, public finance, and labor economics within the context of the film industry. Special consideration is given to both major studios and independent films and emphasis is placed on examining issues related to development, production and post-production costs as well as industry-specific financial considerations.

### **FIN 322 – IMPACT: Strategic Valuation (3 credits)**

Prerequisite: FIN 320 Corporate Finance

This course is an introduction to the theory and practice of valuating a business entity. Specifically, it covers the art and science of valuation by discounted cash flow methodologies, multiples analysis, and precedent transactions techniques. A significant part of the course will be dedicated to applying valuation techniques to one or more real world situations. This will require you to work in groups to build applied financial models based upon sound financial theories and thinking. To ensure the application of this valuation work to the real world there will be significant involvement from business and finance professionals from outside Goizueta.

### **FIN 324 – Sports Finance (3 credits)**

Prerequisite: FIN 320 Corporate Finance

This course covers the art and science of using financial and economic analysis to assess a company's current and potential value, or "strategic value." A variety of financial and economic analytic tools and methodologies may be used (e.g. regression analysis, ratio analysis, ROI analysis, DCF and multiples analysis, cost of capital estimation, etc.) to understand an industry or the key value drivers of a business. The foregoing analysis should lead to insights regarding possible actions or new initiatives that a company can pursue in order to sustain or create value.

### **FIN 330 – Financial Investing (3 credits, general elective)**

Prerequisites: None

The Personal Financial Investing course will teach students approaches to grow their net worth over long-time horizons while managing their risk. The course focuses on explaining the different features of various financial securities and the mechanics of participating in these markets. Topics include stocks and the stock market, bonds, asset allocation, risk management, brokerage accounts, retirement accounts, real estate, mortgage alternatives, and behavioral finance.

**FIN 389 - Mergers and Acquisitions (3 credits)**

Prerequisite: FIN 320 Corporate Finance

The course objectives are to provide an understanding of drivers of value creation and destruction in mergers and acquisitions (M&A) and to develop skills in the design and evaluation of these transactions. The focus of the course will be primarily to analyze M&A from the perspective of a financial advisor, integrating issues from economics, accounting, law, strategy and organizational behavior where appropriate. The theoretical justification for M&As is grounded in understanding the sources of firm value and how certain transactions enhance value. However, the reality may often be better understood by identifying the most powerful decision-makers and their private benefits.

**FIN 403 - Global Macroeconomic Perspectives (3 credits)**

Prerequisite: FIN 320 Corporate Finance

The objective and goal of this course is to broaden your awareness of the impact of global economic, financial, political, and demographic trends on business. The class provides conceptual frameworks and tools for analysis critical to conducting business in the international environment. Implications for human as well as economic development are discussed. The class will enable students to think globally and strategically; develop diverse perspectives on global business, the macroeconomy, and the future; and understand the increasing global connections that impact business and finance.

**FIN 420 - Advanced Corporate Finance (3 credits)**

Prerequisite: FIN 320 Corporate Finance

The course is structured along the "life cycle" of a firm, covering the following topics: (1) Early-stage financing and IPO, introduction of financing securities, and how they align entrepreneurs with their capital providers. (2) Financial management of a publicly traded firm (or mature private firm): Optimal capital structure; merger and acquisitions, risk management, corporate control and takeovers, and shareholder activism. (3) Going private/buyout, and bankruptcy. The course immerses with issues an executive, investor, a banker, or an analyst encounters, and connects to current issues.

**FIN 422 - Advanced Financial Markets (3 credits)**

Prerequisite: FIN 320 Corporate Finance

The purpose of this course is to tie together many of the concepts you have been taught during your undergraduate studies and to prepare the student for a career, perhaps in the financial markets. The course has been designed to study economic and financial theory from the daily changes in market prices, rather than from a textbook.

**FIN 323 (formerly 423)– Investments (3 credits, Flex Core for Class of 2025 and beyond)**

Prerequisite: FIN 320 Corporate Finance

Study of the organization and function of securities markets. Emphasis will be on equity markets and the management of equity portfolios, though bond, options and futures markets will also be covered. The course is constructed to be an introduction to professional portfolio management. The concepts of modern portfolio theory, capital asset pricing, efficient markets and security analysis are introduced.

**FIN 424 - Derivate Asset Analysis (3 credits)**

Prerequisites: FIN 320 Corporate Finance and BUS 350 Data and Decision Analytics

This is a course dealing with the valuation and use of derivative financial assets. Initially we will study option contracts. We will consider relative pricing requirements for these contracts enforced by arbitrage. Extension of this technique will lead to the derivation of exact valuation models. During the second portion of the course we will study futures contracts. The focus again will be on relative pricing requirements enforced by arbitrage. The overall objective of the class is to give students skills to assess

the values and risks of derivative assets and to develop trading and hedging strategies based on their analyses.

**FIN 425 - Real Estate Finance (3 credits)**

Prerequisite: FIN 320 Corporate Finance

This course covers the contemporary principles of valuation, acquisition, financing, and financial management of real property. Emphasis is on the analytical techniques of mortgage lending, valuation, tax factors, investor objectives, and trends in the industry.

**FIN 427 - International Finance (3 credits)**

Prerequisite: FIN 320 Corporate Finance

This course extends the principles of finance to the international context. Topics include exchange rate determination, the international monetary system, foreign exchange markets, currency futures, currency options, currency swaps, parity conditions, risk management, currency trading, and foreign investments.

**FIN 428 - Investment Banking (3 credits)**

Prerequisite: FIN 320 Corporate Finance

This course is intended to give students an idea of the work conducted by investment banks. Areas reviewed will include debt financing, equity underwriting, merger and acquisition advisory assignments, and trading activity. Special emphasis will be placed on the methods commonly applied when conducting valuation, debt capacity, and transaction analysis. In addition, to provide context, there will be a brief summary of investment banking history and of the peripheral players (private equity and hedge funds) which increasingly interact with banks.

**FIN 428B - Venture Capital and Private Equity (3 credits)**

Prerequisite: FIN 320 Corporate Finance

This course extends the principles of finance to the international context. Topics include exchange rate determination, the international monetary system, foreign exchange markets, currency futures, currency options, currency swaps, parity conditions, risk management, currency trading, and foreign investments.

**FIN 429 - Fixed Income (3 credits)**

Prerequisite: FIN 320 Corporate Finance

During this course we will study primary fixed income securities such as bonds (Treasury, corporate, municipal, foreign bonds, etc), as well as structured finance fixed income such as mortgage backed securities, asset backed securities, CMOs, CDOs, and credit default swaps (CDSs). Although the material may get advanced and mathematical at times, this course has been specifically designed for an undergraduate student with no prior background into fixed income .

**FIN 430 – Foundations of FinTech (3 credits)**

Prerequisites: None

This is an introductory course on financial technology (FinTech). The course exposes BBA students to the basics, implementation, and use cases of FinTech in financial intermediation (e.g., banking, credit, payments). The topics include big data, automation, machine learning, P2P lending, crowdfunding, blockchain, cryptocurrencies, and ICOs. The course is delivered through interactive lecturettes, in-class activities, and group projects. The course is most relevant for consulting, investment banking, private equity, entrepreneurship, and corporate finance roles.

**FIN 481 - Frontiers and Illiquid Assets (3 credits)**

Prerequisite: FIN 320 Corporate Finance

This course is designed for students interested in investing in the emerging, illiquid segments of the alternative investment space. This course will cover illiquidity and modern portfolio theory, asset correlations, trends, and valuation techniques through the lens of four illiquid asset classes: cryptocurrency, reinsurance, ESG infrastructure, and art. Course elements include guest lectures by industry leaders and practical applications for investing in the next frontier of alternative assets. More information at [www.emoryprof.com](http://www.emoryprof.com).

**FIN 482 - Real Estate Market Analysis (3 credits)**

Prerequisites: None

This course includes an introduction to the principles of real property analysis and use. Subjects include the nature of real estate and real property, fundamentals of real property law, public and private limits on the rights of ownership, principles of location theory, an introduction to legal documents, and an examination of the processes used to analyze the supply and demand for real estate. General methodologies for market studies are developed and then applied to the residential, retail, and office sectors. The course also explores demographic, technological, economic, and social trends that affect these real estate markets into the future. Techniques of spatial analysis are introduced.

**FIN 483 - Applied Investment Management (3 credits)**

Prerequisite: FIN 320 Corporate Finance and FIN 323/423 Investments

This course uses academic studies, practitioner-oriented readings, articles from the popular press, and a term project to cover both conventional wisdom and state-of-the-art methods used in managing a stock portfolio. Enrolled students comprise the Goizueta Business School Student Investment Fund, LLC, responsible for managing a portfolio of real assets. The entire investment portfolio consists of student stock picks. As a term project, students develop and present to the class their own quantitative model. Course topics include active stock selection emphasizing quantitative selection methods, trading, databases, software, performance evaluation, risk management, brokerage accounts, and the money management industry.

**FIN 484 - Advanced Derivatives Assets (3 credits)**

Prerequisites: FIN 320 Corporate Finance and FIN 424 Derivative Asset Analysis

This course will build upon the knowledge obtained in the course BUS 424: Derivative Asset Analysis. Using the fundamental pricing technique (valuation by arbitrage) and the valuation models derived from this technique, various extensions and applications will be examined. These will primarily be equity-based, though some fixed-income products will be analyzed. The perspective of both the derivatives dealer and the end-user of derivative products will be taken, the latter including hedgers, speculators, and arbitrageurs. Topics to be covered include exchange-traded and over-the-counter products, financial engineering and product design, numerical methods (e.g. Monte Carlo simulation) and the mathematics of derivatives pricing.

**FIN 485 - Entrepreneurial Private Equity (3 credits)**

Prerequisite: FIN 320 Corporate Finance and FIN 323/423 Investments

This course is designed for students interested in better understanding (i) how the private equity industry works, (ii) how to structure the acquisition of a business and (iii) how to make money by leveraging key value drivers in a business. Unlike traditional courses, this course takes a unique approach by bringing in leading experts and practitioners to provide industry perspectives for almost every class. More information at [www.emoryprof.com](http://www.emoryprof.com).

**FIN 486 - Real Estate Equity Investment(3 credits)**

Prerequisites: FIN 320 Corporate Finance and FIN 425 Real Estate Finance

This course presents information on investment in and valuation of income-producing real estate, both in public company and direct property formats. It examines the relationship of project and entity valuation to various financial and performance metrics, sources and uses of capital, and management decisions. Direct investment concepts covered include cash flow analysis, net present value, internal rate of return and yield capitalization in addition to public market measures such as Funds From Operations and financial reporting via SEC filings.

**FIN 488 - Real Estate Development and Investment (3 credits)**

Prerequisites: FIN 320 Corporate Finance and FIN 425 Real Estate Finance

This course will present a comprehensive look at the real estate development & investment process. The curriculum will discuss the broad concepts and techniques employed in a successful real estate investment, both new development and through acquisitions. The class will tackle specific components of a real estate asset and the individuals involved in the successful execution of a project.

**FIN 489 - Advanced Real Estate Finance (3 credits)**

Prerequisites: FIN 320 Corporate Finance and FIN 425 Real Estate Finance

This course provides for advanced application of theory and techniques for analysis of the equity position in real estate ownership utilizing readings and cases. It considers the impact of leverage, creative financing, and federal tax policies and concentrates on the evaluation of the basic productivity of real estate assets based on net cash flows. Particular attention is paid to the operation of the capital markets and portfolio theory.

**FIN 495 - Distressed Investing (3 credits)**

Prerequisite: FIN 320 Corporate Finance

The course surveys distressed investing with a focus on real estate. The first module covers the institutional structure of the distressed market and valuation techniques. The second module features a broad overview of distressed investing strategies across the capital structure and market segments. The third and final model provides an in-depth analysis of distressed investing techniques. The primary audience for this course is finance majors interested in careers in real estate finance or in private equity and hedge funds. The secondary audience is students planning careers that have significant interaction with real estate finance and/or private equity and hedge fund industries.

**INFORMATION SYSTEMS and OPERATIONS MANAGEMENT COURSES****ISOM 351 - Process and Systems Management (3 credits, Core Course)**

Prerequisite: BUS 350 Data and Decision Analytics

This course provides a comprehensive introduction to analyzing, running and improving business operations regardless of industry. The concepts taught in this course apply broadly to management activities in areas from medicine to entertainment, and are specifically suited to assisting in the daily operations of the wide variety of other professional services that dominate the economy (e.g. financial management, law, marketing, consulting, etc.). Firms in these environments face continued competition and must continually strive to improve the way they process work in order to survive, as well as thrive. Yet improving processes fundamentally requires modifying the way resources (e.g. people and technology) are used. Therefore operations management simultaneously requires the consideration of both process-design and resource decisions. In the course, students will be expected to examine data relevant to real world business scenarios and use such data to both quantitatively and qualitatively derive and assess the effectiveness of these decisions.

### **ISOM 352 – Applied Data Analytics with Coding (3 credits, Flex Core for Class of 2025 and beyond)**

Prerequisite: ISOM 351 Process and Systems Management

To solve business problems in various domains including marketing, finance, healthcare and sports, students will develop expertise in coding with Python and build data management skills using SQL. This course will equip students with applied data analysis and practical programming skills that are essential for a career in any data intensive organization, including data ingestion, processing, analysis, and presentation using tools that are in high demand in the industry (e.g., SQL, coding with Python, spreadsheets). No prior programming or analytics experience is required.

### **ISOM 353 – Supply Chain Management (3 credits)**

Prerequisite: ISOM 351 Process and Systems Management

This course will introduce students to the state-of-the-art in supply chain management. We will explore the current trends in supply networks, the link between supply chain and firm's strategy, and the issues of incentives, information sharing, trust, coordination, risk, resiliency, and logistical efficiency. Students with an interest in consulting, operations management, or business analytics are the primary target for this course. Students interested in private equity, investments, and marketing will find the course useful as those functions are often linked to supply chains (they are called value chains for a reason!)

### **ISOM 354 - Strategic Modeling and Social Dynamics (3 credits)**

Prerequisites: None

Agent-based modeling (ABM) is a valuable tool for business, public health, health care, marketing, and many other disciplines. ABM fills a niche that other approaches cannot fill; therefore, they are often used in complement to other approaches. ABM is used for modeling types of markets, pandemics, supply chains, strategies, policies, collaborations, and many other collective dynamic phenomena. This is a programming course that has no programming prerequisites. In this course you will learn the fundamentals of computational modeling, running ABM experiments, basic data analytics and visualization.

### **ISOM 355 - Appcology: New Commerce Infrastructure (3 credits)**

Prerequisite: None

This course will explore issues associated with the emerging forms of applications and services changing software ecosystems and commerce interactions. We will involve both design and development of real apps, gizmos, and widgets. This course will enable students to learn the design, development and distribution of the small and the many, and leave with a portfolio, not just a certificate.

### **ISOM 356 - Think Code Make (3 credits)**

Prerequisite: None

Introduces the fundamentals of coding, programming and systems design thinking. Steve Jobs said “Everyone should learn how to code, because it teaches you how to think.” The course is designed for folks with low-to-no coding background and exposes one to the tools that support other decision making activities. We develop basic skills in Python (data manipulation, string handling, etc) and in web development – HTML/CSS/js (web design) and some will be involved in SWIFT language (new from Apple). In addition, concepts and languages in 3D Printing, augmented reality and game design are explored. Many small projects and a few summary projects are used to demonstrate acquired skills.

### **ISOM 358 – Advanced Decision Analytics (3 credits)**

Prerequisite: None

How do rideshare platforms set prices? How does Amazon decide on the placement of goods within its warehouses that is the size of the Amazon? This course provides a hands-on introduction to the

analytics used to guide business decisions in today's data-driven economy. Leveraging the powerful decision-analytic tools in Excel, students will learn how to transform quantitative decision-making at their organizations. Notable examples of how course alums applied these tools at their jobs will be showcased.

### **ISOM 359 – Privacy in a Digital Age (3 credits)**

Prerequisite: None

This course will examine the ways in which information technologies drive and facilitate organizational innovation. Through a variety of readings as well as written and live business case studies, students will develop a framework for thinking about the range of technologies that may be brought to bear on business innovations. In addition, we will explore how these technological tools actually create new business models for the production and consumption of goods and services. The course will revolve around a project that will use the educational environment as a lab for designing technologically driven innovation.

### **ISOM 450 - Foundations of Digital Enterprises and Markets (3 credits)**

Prerequisite: None

Our personal interactions, our interactions with businesses and government, and interactions between businesses are increasingly occurring in digital environments. Whether you are a financial analyst valuing investment opportunities, a marketer evaluating sales channels, or a consultant framing up new technological opportunities for your clients, understanding the foundations of these digital environments will be critical to your role as a leader in the next decade, as advances in technology continue to lead to new ways of working, new ways of interacting, and new ways of making money. This course lies at the intersection of business, economics, and digital technology. You will emerge from the course with an appreciation of how the technology powering digital enterprises and markets is creating new business opportunities as well as shaping the way we live and work.

### **ISOM 451 - Making Effective Decisions (3 credits)**

Prerequisite: BUS 350 Data and Decision Analytics

In this course we will examine the bounds of rationality and how decisions (and problems) are made under the influence of those bounds. Our journey will take us from the influence of groups and social media, to the psychology and neuroscience underlying deception, economic choice, risk, emotional influences, and social and ethical decisions. The goal of this course is to examine both how you currently make your decisions and how a variety of methods will allow you to significantly improve your decision making and problem solving skills.

### **ISOM 453 - Operations Strategy (3 credits)**

Prerequisite: ISOM 351 Process and Systems Management

This course reviews how to configure an appropriate and effective operating system: one that aligns with, supports, and delivers the chosen value proposition. We also examine the complexities associated with global operating systems, including the hidden costs of outsourcing and offshoring. An important goal of this course is to frame key strategic operations issues and to provide tools to resolve them.

### **ISOM 454 - Advanced Data Science (3 credits)**

Prerequisite: BUS 350 Data and Decision Analytics

This course is an advanced analytics course focusing on data science and the development of data products. Data science is an emerging interdisciplinary field that draws from computer science, statistics, business, as well as other fields. All of the typical phases of data science projects will be

discussed in the course: data acquisition, data cleaning, storage and retrieval, data analysis, and production product development.

### **ISOM 455 - Superforecasting Tools for Building Predictive Systems (3 credits)**

Prerequisite: BUS 350 Data and Decision Analytics

Hands-on, gentle introduction to the tools that data scientists use to forecast the future. Emphasis is on applying these tools to build predictive systems for examples ranging from sales forecasting to algorithmic trading to preventing employee churn. Through this course, students gain experience with R, an in-demand software platform. Prior coding exposure is not necessary. Methods surveyed: Linear regression re-examined from the angle of predictive analytics; AI/ML techniques for prediction & classification; time series methods; time-to-event prediction tools developed by GBS faculty.

### **ISOM 456 – Introduction to Business Data Analytics (3 credits)**

Prerequisite: ISOM 351 Process and Systems Management. Virtually every aspect of business is instrumented for data collection and data is increasingly analyzed systematically to improve business decision-making and offer competitive advantage. In this class, we will study the fundamental principles and techniques of data mining in order to extract useful information and knowledge from data. We will improve our ability to approach problems "data-analytically", we will examine real-world examples that place data mining in context, and we will apply data-mining techniques while working hands-on with a data mining software.

### **ISOM 458 – User Experience Design (3 credits)**

Prerequisites: None

Course description forthcoming.

### **ISOM 459 - Process Analysis and Six Sigma (3 credits)**

Prerequisite: ISOM 351 Process and Systems Management

This course reviews process analysis in detail. Process analysis is a key component of Six Sigma programs. Six Sigma is an approach for performance improvement that was made famous by GE and is currently being implemented by thousands of companies. The analytical skills you learn in this course are important to many employers and can be foundational for a career in operational performance improvement.

### **ISOM 475 - Data Visualization (3 credits)**

Prerequisite: None

Data Visualization will introduce students to the techniques and tools used to create effective visualizations that clearly and efficiently communicate relationships within data. The field of data visualization combines the art of graphic design with the science of data analytics. Students will learn how to perform exploratory analysis through visualization, how to create professional looking visualizations for use in business reports and presentations, and how to design interactive visualizations and dashboards. The course will cover the common quantitative messages users attempt to understand or communicate from a set of data and the associated visualizations used to help communicate each message. These include time series, rankings, proportions, deviations, frequencies and distributions, correlations, categorical comparisons, and geo-spatial plots. Students will analyze real data sets and utilize Tableau and other tools to design and prototype their visualizations.

## **MARKETING COURSES**

### **MKT 340 - Marketing Management (3 credits, Core Course)**

Prerequisite: None

This is the introductory marketing course designed to familiarize students with the practice of marketing in a modern business environment. It takes as its starting point students' every-day observations of marketing activity (e.g., advertisements and retailing) and explains the network of activities and concepts that guide these programs. Students will acquire an understanding of the marketing process:

### **MKT 339 – Content Marketing (3 credits) *(formerly 499R Special Topics: Content Marketing in the Digital Age)***

Prerequisites: MKT 340 Marketing Management

We live in a noisy world -- the average person encounters 6,000-10,000 ads in a single day, and our attention spans have perfected the art of tuning out. Becoming a compelling storyteller is your best chance to break through. Content Marketing will take you through the process of both creating and distribution content. For distribution content, we examine digital ecosystems - the why and how. For creating content, we leverage the science of sticky ideas, storytelling through screenplays and put principle into practice through a viral social media experiment.

### **MKT 341 - Seminar on Global Marketing (3 credits)**

Prerequisite: None

This is an advanced-level seminar on contemporary marketing issues with significant global content. This course provides in-depth learning of new marketing paradigms and practices, especially the impact of global competition and the growth of emerging markets. The course is less historic and more futuristic in its orientation.

### **MKT 342 – Data Driven Market Intelligence (3 credits)**

Prerequisites: None

This course will help you make better business decisions by giving you the tools to analyze marketplace data and to understand how data analysis tools can be used to guide and inform corporate direction. While the course provides insight into how to actually conduct research, its focus is on providing the needed background for future managers who will be the ultimate users of the data, and who will determine the scope and direction of research conducted.

### **MKT 343 - Digital and Social Media Strategy (3 credits)**

Prerequisite: None

The goal of the course is to familiarize students with the digital media landscape as it relates to marketing strategy. As digital marketing tactics become more common among organizations, digital strategy will become integrated into the broader marketing strategy.

### **MKT 345 – Advanced Marketing Strategy (3 credits, Flex Core for Class of 2025 and beyond)**

Prerequisite: MKT 340 Marketing Management

This course provides an overview of the key concepts and tools needed to develop and implement effective marketing strategies. Topics covered include market research, segmentation, targeting, positioning, and the development of a comprehensive marketing plan. These topics will be covered in relation to the lifecycle of a business, with learnings applied to the strategic needs of new businesses, established business, and businesses facing competitive stresses. Students will have the opportunity to apply their knowledge through a case study analysis and a group project, where they will develop and present a marketing plan for a real-world product or service. By the end of the course, students will

have a thorough understanding of the strategic aspects of marketing and be able to develop and implement effective marketing strategies.

**MKT 346 - Consumer Behavior (3 credits)**

Prerequisite: None

Marketing begins and ends with the customer, from determining customers' needs and wants to providing customer satisfaction and maintaining customer relationships. This course examines the basic concepts and principles in consumer psychology with the goal of understanding how these ideas can be used in marketing decision making.

**MKT 347 - Product and Brand Management (3 credits)**

Prerequisite: None

Virtually every business is organized around its products and services. This course exposes students to the contemporary challenges faced by a broad variety of firms in developing and launching new products, creating and maintaining brand equity, and managing their product lines. The course is relevant to students whose interests are in general management and consulting as well as those who expect to work directly in brand or product management.

**MKT 348 - Sales and Business Development (3 credits)**

Prerequisite: None

This course focuses on business-to-business sales organizations, the essential elements that influence their effectiveness, and the latest changes impacting sales management practice. The course offers greater emphasis on management effectiveness than personal selling, though it does include a brief survey of various sales methodologies. Also considered is the emerging role of sales operations, a portfolio of productivity initiatives many firms now use to support sales force effectiveness.

**MKT 441 - Ideation (3 credits)**

Prerequisite: None

Creative ideation fuels, supports, and underlies the ability to innovate. In this course students learn the tools and methods as well as the self-reflection necessary to become a thinker in the idea-rich 21st century. Students discover how great ideas create and re-invent corporations and provide the stimulus to move them forward. Students acquire the capacity to derive the master idea behind a business' potential for greatness and learn how to apply a thinking process to approaching and analyzing business situations. In so doing, students identify and hone their creative skills and be able to use them more effectively in their professional as well as their personal lives.

**MKT 442 - Marketing Consultancy Practicum (3 credits)**

Prerequisite: MKT 340 Marketing Management

This applied experiential course, grounded in evidence-based logic, enables you to develop a strategic marketing plan for a real client. Your learning is built upon the knowledge you've gained from courses as well as upon consulting principles, market research and analysis that will lead to actionable recommendations for your client. The goals of this course are to help you learn how to use the consulting process to define your client's challenge, to develop a research plan based on your hypotheses, and to conduct research that supports your recommendations.

**MKT 443 - Monetization and Pricing Strategy (3 credits)**

Prerequisite: None

Pricing is a critical business activity and one that is often viewed as a significant challenge. In this course we will take a hands on approach to developing pricing tactics and strategies. Using data whenever possible we will explore techniques for setting prices in a variety of contexts..

### **MKT 446 - Advertising and Marketing Communications (3 credits)**

Prerequisite: None

This course provides students with an understanding of the role of Integrated Marketing Communications in the overall marketing program and its contribution to several aspects of marketing including segmentation, targeting and positioning, product and brand strategy. In doing so, this course examines strategic resource development and allocation decisions across the various marketing communications elements impacting the overall marketing budget. Format: Lectures and discussion, case analyses, specialized assignments, guest speakers, agency tour.

### **MKT 447 - Sports Marketing (3 credits)**

Prerequisite: None

This course introduces students to important topics in sports marketing, particularly ""marketing assets"" such as brand equity, customer equity, and inventory equity. This course focuses on the business side of sports.

### **MKT 462 – Customer Lifetime Valuation (3 credits)**

Prerequisite: None

Using real-world applications from various industries, the goal of the course is to familiarize students with tools and methods used for measuring and managing the value of current and future customers effectively. The tools we introduce are commonly employed by managers to assess marketing decisions, such as a new customer acquisition campaign. These tools are also used by executives and investors to assess the health of customer-based businesses.

### **MKT 499R – Special Topics: Data Monetization Lab (3 credits)**

Prerequisites: None

Some of today's most successful businesses are built on data. Amazon and Netflix leverage recommendation systems based on past behavior and user reviews to suggest what consumers should choose next. Facebook and Google target advertising based on previous behaviors. The common thread among these companies is their ability to monetize data, whether it be through recommending new products or serving ads to the right consumers at the right times. In this course, we will be partnering with organization that possess novel data sets. Our objective will be to identify commercializable use cases for the data. This will include examining the marketplace to identify potential competitors and customers for the use case you choose, analyzing the raw data, and packaging the results so that they are of interest to the target market. While there are no specific courses required, students should be comfortable with basic data analysis.

### **MKT 499R – Special Topics: AI in Marketing (3 credits)**

Prerequisite: MKT 340 Marketing Management

Course description forthcoming.

## **ORGANIZATION AND MANAGEMENT COURSES**

### **OAM 330 - Organization and Management (3 credits, Core/Flex Core Course)**

Prerequisites: None

Organization and Management Presents and integrates materials from organization and applied behavioral sciences to create a solid foundation for further study of the dynamics of management, as practiced now and with a view to the future. This is a foundation course for further work in organization and management.

### **OAM 331 - Strategic Management (3 credits, Core/Flex Core Course)**

Prerequisites: None

Presents and integrates materials from organization and applied behavioral sciences to create a solid foundation for further study of the dynamics of management, as practiced now and with a view to the future. This is a foundation course for further work in organization and management.

### **OAM 332 - Business and Society (3 credits)**

Prerequisites: None

This course surveys the complex and evolving relationship between corporations and society. As powerful social actors, corporations are increasingly held accountable to not just their shareholders but also a range of internal and external stakeholders. This course adopts a broad theoretical perspective on the challenges and opportunities that corporations confront in their interactions with society, such as struggles to maintain legitimacy, acquire resources, build partnerships, and solve complex global problems.

### **OAM 335 - Strategies for Entertainment and Media (3 credits)**

Prerequisite: OAM 330 Organization and Management

The course examines the main economic features common to entertainment, cultural and media industries, and how those features pose strategic and organizational challenges for managers. The course focuses on thinking strategically about the nature of cultural and media products, what drives their supply and demand, the factors that affect their value and how firms can manage them.

### **OAM 385 - Entrepreneurial Practicum (3 credits)**

Prerequisites: OAM 330 Organization and Management or OAM 331 Strategic Management

This course discusses in the depth all facets of operating and financing an entrepreneurial venture. The class structure is unconventional. The core of the course consists of students applying their knowledge at actual entrepreneurial ventures (practicum) and be actively involved in a commercialization forum (RAISE). The class room time supplements and is secondary to the core experience of working with entrepreneurial ventures. The primary audience for this course are (i) students interested in starting their own company or joining an entrepreneurial venture and (ii) students interested in joining firms that capitalize entrepreneurial ventures (angels, venture capital firms, private equity firms, family offices, endowments, sovereign wealth funds, pension funds, etc.). More information at [www.emoryprof.com](http://www.emoryprof.com).

### **OAM 421 - Philanthropy Lab: Addressing Inequality in Atlanta (3 credits)**

Prerequisites: None

Atlanta had the highest level of income disparity among U.S. cities in 2018. This experiential learning course introduces students to the role of philanthropy, both individual and corporate, play in solving public problems, particularly income inequality in Atlanta. Topics covered include the history and theory of philanthropic giving in the U.S. as well as leading strategic and equitable philanthropic management

approaches. During the course, students form their own “mini-foundations” that identify and make grants totaling \$50-\$85K to local nonprofits.

#### **OAM 430 - Competitive Advantage (3 credits)**

Prerequisites: OAM 330 Organization and Management or OAM 331 Strategic Management

This course focuses on analyzing competitors and building corporate advantage. Students will learn how to assess a firm and corporate strategy from an analyst's perspective. Accordingly, we explore how firms can create and maintain a strong competitive position across their lines of business -- analyzing competitors across and within their businesses. We then examine how firms enter new businesses through M&A, alliances, and internal development. Finally, we examine strategy analysis and formulation in uncertain and turbulent environments.

#### **OAM 431 - Social Enterprise and Impact Investing (3 credits)**

Prerequisites: OAM 330 Organization and Management or OAM 331 Strategic Management

Social enterprises are mission-driven organizations that trade in goods or services for some defined social purpose. At times, the profits from a business are used to support a specific social goal. Other times, the organization itself accomplishes a defined social aim through its own operations. This class discusses the evolving role played by the social enterprise in the context of changes in both the private and government sectors.

#### **OAM 432 - Negotiations (3 credits)**

Prerequisite: OAM 330 Organization and Management or OAM 331 Strategic Management

Offers students an opportunity to develop negotiation skills for a global business environment. Students learn to manage conflicts with competence, fairness, and sensitivity. The course relies heavily on simulations to promote learning by doing. It provides a low-risk setting with individual feedback to help students evolve an effective negotiating style that feels natural.

#### **OAM 433 - Leading and Managing Change (3 credits)**

Prerequisite: OAM 330 Organization and Management or OAM 331 Strategic Management

Addresses the forces that drive organizational change; examines obstacles to organizational change as well as those strategies for making change more effective. The emphasis is on planning, managing, evaluating, and surviving organizational change, with application to emerging business issues, including: knowledge management, “learning organizations,” network management and organizational implications of new technologies and the internet.

#### **OAM 434 - Psychology of Leadership (3 credits, enrollment for seniors by lottery)**

Prerequisite: OAM 330 Organization and Management or OAM 331 Strategic Management

The course will introduce students to what is known about relating to others in personal, social, and especially, business situations. Of particular note is the means by which strong relationships foster leadership competencies and professional acumen that can be brought to bear in driving organizational change.

#### **OAM 435 - Multinational Firms and Strategy (3 credits, offered abroad only)**

Prerequisite: OAM 330 Organization and Management or OAM 331 Strategic Management

Explores the development and performance of multi-national enterprises in global economic, political, and cultural environments. Topics include the design and control processes of MNE's, the role of transnational institutions, political risk assessment, technology transfers, and management of a multicultural workforce.

### **OAM 436 - Entrepreneurship (3 credits)**

Prerequisites: OAM 330 Organization and Management or OAM 331 Strategic Management

This course is designed to endow you with an entrepreneurial perspective, enhance your ability to use functional knowledge in an applied setting, and familiarize you with the skills and resources necessary for starting a new venture. By the end of the class you will be able to:

- Identify trends and opportunities in the marketplace
- Formulate new venture ideas
- Analyze your market and validate your customer base
- Present a competitive analysis of a specific industry
- Create a revenue model, forecast costs and demand, and assess potential profitability
- Understand how financing, venture capital and valuation work
- Utilize a business model canvas
- Put together and present a business plan and pitch
- Analyze ventures, both inside and outside of corporations

### **OAM 438 – Management Consulting (3 credits)**

Prerequisites: OAM 330 Organization and Management or OAM 331 Strategic Management

Management Consulting is a very broad topic because it describes a burgeoning professional services industry, a much-coveted career path, and a specific way of solving business problems. This course reviews many of the foundational theories and how this is applied in the business environment. These project-based skills are valuable for any entering professional services.

### **OAM 439 - Business Ethics (3 credits)**

Prerequisites: None

This course is designed to aid you in developing tools for resolving ethical dilemmas. It fundamentally is about the question “what should I do?” in various business contexts. While many courses touch on the consequences of business decisions against the backdrop of profit maximization, this course is different. You will learn about ethical principles and frameworks that provide guidance for moral decision-making and apply them to a variety of business settings.

### **OAM 440 – Leading with Evidence (3 credits) (formerly 499R – Special Topics: Leading with Evidence)**

Prerequisites: None

This course allows students to develop skills in how to interpret available evidence and how to gather evidence when it doesn’t already exist. These skills will help students make personal/life decisions to get where they want to be, make professional decisions that benefit a team or organization, and demonstrate problem solving skills to future employers. Class will consist of discussions, interactive exercises, and mini-projects. Topics will include your brain’s power and its limits, leveraging the available evidence around us (restaurant reviews, social media likes, political polls, and more), using evidence to make life decisions (where to live, how to spend your money, what job to take), using evidence to make professional decisions (what strategy to adopt, should I start my own business), and methods for gathering evidence to persuade various audiences. Skills gained in this class will be valuable for those interested in consulting or leadership (in any field), or who are simply curious about living their best life.

### **OAM 464 – The Future of Specialty Coffee (3 credits)**

Prerequisites: None

This course allows students to explore the interplay between markets on the one hand, and culture and society on the other. We focus on a connected set of issues that define the past, present, and future of

the global specialty coffee market. This should appeal to business students who want to examine the impacts that markets have, and might have, in a globally important industry. It should also appeal to non-business students who want to explore how perspectives on culture and society merge with current and potential market practices.

### **OAM 471 – Applied Entrepreneurship (3 credits)**

Prerequisites: None

The primary goal of this class is provide you with as close an experience as possible to actually starting and implementing your own business. This class is very "hands on" and active class participation is critical. We will focus on several essential business and entrepreneurial concepts including determining where risks and opportunities exist within the competitive landscape; creating tactics that are high impact and easy to implement; understanding how to increase your sales closing rates and grow your business quicker; leveraging your effectiveness of working with partners and minimize the risks associated with partnering; negotiating effectively with investors (or as an investor); determining if a business should be closed or if it is worth investing more time and money; and recognizing when is the best time to sell your business and establishing how much it is really worth.

### **OAM 497 – Strategy and Organization in the Healthcare Sector (3 credits)**

Prerequisites: None

The United States Healthcare system is in desperate need of a strategy. Using different strategy tools, we will analyze industries, and companies to see how they can compete differently for competitive advantage. Healthcare costs in the US are 15%+ of GDP and some estimate that more than 1/3 of that is waste. The class will address this important, complex, and challenge problem together.

### **OAM 499R – Special Topics: Bias in the Workplace (3 credits)**

Prerequisites: None

On average, Americans spend 30% of their time at work. In some sense, our work can define us, such that our economic opportunities, quests for fulfillment, and general happiness are heavily affected by what happens at work. Although many life outcomes are determined by workplace experiences, many employees face workplace disadvantages based on their demographic group membership. In this course, we will explore the ways in which race, and to a lesser extent, gender and class, shape economic opportunity and general well-being at work. Further, we will learn how organizations and employees attempt to manage bias and discrimination in organizations. Finally, we will explore tactics students can use to disrupt bias in the workplace.

### **OAM 499R – Special Topics: Building a Satisfying Life and Career (3 credits, first offered in Spring 2024)**

Prerequisites: None

Course description forthcoming.

### **OAM 499R – Special Topics: People Analytics (3 credits)**

Prerequisites: None

Organizations are engaged in a war for talent as human resources increasingly become a source of competitive advantage in many industries. Talent management has traditionally revolved around standard operating procedures to hire, train and retain employees rather than deep analysis. People analytics involves the use of data and analytic tools to inform decisions about how to manage people. Leading organizations are increasingly using sophisticated methods to analyze employee, business, industry and labor market data instead of relying on 'gut feel' or practices that 'worked in the past.' This course aims to train students to produce fact-based insights into the demography of organizations and answers to critical talent questions such as:

- Whom to hire?
- How engaged are our employees?
- How do we evaluate performance?
- Whom to promote?
- Who is at risk of leaving? What are we doing to keep them?
- What training and development should we provide?
- How do we evaluate the effectiveness of incentives, training programs and other interventions?

By the end of this course, you should understand:

- The range of areas where analytics are being used to improve how people are managed
- Conceptual underpinnings of major people decisions
- Basics of where to find appropriate data and how to set up analyses
- Outlines of more sophisticated approaches to analyzing data
- Major pitfalls and best practices in people analytics

### **BUSINESS COMMUNICATIONS AND CO-CURRICULAR COURSES**

#### **BUS 290 – Tech Toolbox A: Excel (1 credit, Class of 2025 and beyond)**

Provides students with a baseline set of Excel skills necessary for success in the BBA Program and workforce. Topics will include sheet formatting, formulas, sorting and filtering, plotting, pivot tables, basic functions common in business, vlookup, and multiple worksheet applications.

#### **BUS 300 – BBA Boardroom (0.5 credit, Class of 2025 and beyond)**

Board Rooms build community, engagement, and cohesion while connecting students to each other and to resources at Goizueta. Each student will stay in the same Room for their tenure in the program. Cohorts will meet monthly, with 1-2 additional community events offered each semester. Each Room will have one lead faculty/staff member. At each meeting, specific content around a provided subject will be developed and led by the student members. Individual sessions will feature program announcements, a student-led discussion of a contemporary problem, networking, and celebration of achievements.

#### **BUS 365 – Business Communication Strategy (3 credits, Core Course)**

Communication skills are critical to your success at Goizueta. Business Communication Strategy creates the foundation for strong communication and introduces the dynamics of interpersonal and organizational communication. You will create, develop, and deliver professional presentations and documents, individually and in a team. Through the DISC® assessment, you will increase your self-awareness, which helps you identify your most productive communication style.

#### **BUS 380 - Professional Development (2 credits)**

Professional Development is composed of a series of sessions and assignments intended to help you prepare for your career and position you for success at Goizueta and beyond. Professional Development incorporates career education and exploration with tools you'll use to successfully navigate your internship search. You will learn about different industries and functions, you will explore how your personal interests align with potential careers, you will develop and refine your personal brand, and you will sharpen your interview skills. After you complete this course, you will have a list of target companies, you will have started to build your professional network, and you will have laid the foundation for a successful internship and full-time search at Goizueta. You will have a better understanding of yourself and your interests, and you'll be able to articulate your experiences through your personal brand materials, networking, and interviews.

**BUS 381 – Personal Development (0.5 credit, Class of 2025 and beyond)**

Focuses on personal skills to help students better understand themselves and their strengths and weaknesses. Students will learn about scientifically validated aspects of personality and the opportunities and challenges they present in professional environments. Students will be given feedback from peers, supervisors, and professors about how they are viewed in work environments and what challenges and opportunities these perceptions offer. As a result of this course, students will be better equipped to navigate ambiguity and will increase their comfort levels with uncertainty.

**BUS 382 - Junior Seminar (1 credit, Class of 2024)**

The objective of this course is to fully engage you in a variety of co-curricular events that will enhance your personal and professional development. In addition to programming provided by the school, and opportunities to learn from outside professionals, some events organized by student organizations will also count towards junior seminar credit. Programming will be provided in career management, business research, leadership, technology, and academic skills and professional development. Finally, attendance at speaker events will generally count towards the session requirement.

**BUS 383 – Experiential Team Dynamics and Leadership (0.5 credit, Class of 2025 and beyond)**

This course will assist students in navigating the intricacies of working in teams. Students will build teamwork and leadership skills and will engage in debriefing, reflection, and coaching. Recommended to be taken in junior year.

**BUS 390 – Tech Toolbox B (0.5 credit, Class of 2025 and beyond)**

Provides students with technological skills to support their areas of study and elective coursework. Potential topics include: Intro to R, Intro to Python, Google Ad Words, Simio (Simulation Software), Intermediate and Advanced Excel Modules, Intro to Databases, Advanced Document Editing (Powerpoint, Word), Web Authoring (Wordpress, HTML, Javascript, CSS), AWS data tools, productivity tools (Slack, IFTTT, Docker), ARGUS (Real Estate), Salesforce CRM, Bloomberg Terminal, Data Consumption and Preparation Tools (Tableau Prep, Alteryx), Power BI, and Blockchain.

**BUS 480 - Senior Seminar (1 credit)**

Seminars are offered on various topics. Senior seminar courses fall outside the scope of traditional academic coursework, and are led by industry professionals. They allow students to learn from and interact with experienced practitioners, and to develop industry-specific insights, fine-tune career skills, and increase professional exposure.

**BUS 490 - Senior Capstone (2 credits, Class of 2024)**

Through the Capstone Course experience students will: Practice problem-solving skills in situations characterized by ambiguity and lack of structure. Generate contextually informed, well-researched recommendations that integrate functional area knowledge. Enhance their capacity to engage in concrete, logistical and grounded analysis.

**ACT/FIN/ISOM/OAM/MKT 497 – Directed Study (variable credit)**

A Directed Study offers students the opportunity to customize their academic curriculum and work one-to-one with a faculty member. Students work with faculty on their research or design a directed study to address a significant business issue or to focus on a particular topic of interest that is not covered in our curriculum.

# ACADEMIC STANDARDS

## HONOR CODE

The Emory Undergraduate Academic Honor Code is in effect throughout the semester. The Honor Code applies to any action or inaction that fails to meet the communal expectations of academic integrity. Students should strive to excel in their academic pursuits in a just way with honesty and fairness in mind and avoid all instances of cheating, lying, plagiarizing, or engaging in other acts that violate the Honor Code. Such violations undermine both the individual pursuit of knowledge and the collective trust of the Emory community. Students who violate the Honor Code may be subject to failure of the course, a reportable record, suspension, permanent expulsion, or a combination of these and other sanctions.

The Undergraduate Academic Honor Code of Emory College of Arts and Sciences, Goizueta Business School, and Oxford College (“Honor Code”) will be enforced by the Honor Councils of Emory College of Arts & Sciences, Goizueta School of Business, and Oxford College for cases of academic misconduct that occur in any course within their respective schools, regardless of the degree program in which the student is enrolled.

The Unified Undergraduate Honor Code can be viewed [here](#). Appendices and the procedures of the Honor Council are located on the BBA Program Canvas site.

## GRADE DISTRIBUTION

The following recommended grade distribution for BBA courses is intended to result in an equitable policy that underscores the rigor of the program and provides a means for accurately assessing and recognizing the quality of student performance.

<b>Grade</b>	<b>BBA Core</b>	<b>BBA Elective</b>
A	15% - 20%	15% - 25%
A-	15% - 20%	15% - 25%
Not to exceed	35%	40%
B+	15% - 20%	15% - 25%
B	15% - 20%	15% - 25%
B-	10% - 15%	10% - 15%
Not to exceed	45%	50%
C+ or below	20%	10%

# ACADEMIC POLICIES AND PROCEDURES

## Grading

Symbols A, A-, B+, B, B-, C+, C, C-, D+, and D indicate grades that receive academic credit. F indicates failure and is a permanent notation on the transcript. I (Incomplete) indicates that the student has not completed all the work for a course. W indicates withdrawal without penalty and indicates no academic credit earned. WF indicates withdrawal failing. F and WF receive no academic credit, and factor into the GPA calculation at a value of 0 quality points.

For each semester hour of credit, quality points are computed as follows:

A	= 4.0	B-	= 2.7	D+	= 1.3
A-	= 3.7	C+	= 2.3	D	= 1.0
B+	= 3.3	C	= 2.0	F	= 0.0
B	= 3.0	C-	= 1.7		

## Satisfactory/Unsatisfactory (Pass/Fail)

The Satisfactory/Unsatisfactory (S/U) option is not available for Goizueta Business School courses with the exception of BUS 380, 381, 382 and 480, which are S/U only.

On an exceptional basis, a graduating senior student may request permission to take a Business School elective on an S/U basis if all of the following criteria are met:

- The class does not count toward (is above and beyond) the total hours needed to graduate.
- The course does not count toward the student's area depth.
- The course does not count toward the required minimum number of business electives.
- The student is able to obtain the faculty member's and Senior Associate Dean of the BBA Program's permission.

Business School students may take a maximum of two College classes graded S/U while enrolled in the Business School. College classes taken on an S/U basis must be at least 300-level and may not be applied towards an Area Depth.

The total number of S/U classes taken while at Emory may not exceed four. Any PE course, except Health, may be taken S/U. PE courses do not count towards the total number of classes that may be taken S/U while in the Business School. Courses taken S/U in March 2020 due to the COVID-19 pandemic do not count towards the total.

## Grade Appeals Process

Grade appeals are exercised only in egregious and exceptional circumstances and, as such, are rare. Students should be aware that grading is the prerogative of the faculty member. There are only three scenarios that may result in a successful argument for a change of grade:

- The faculty member calculated the grade incorrectly and the student has documentation to provide evidence.

- Criteria used in grading were different than those set forth in the syllabus and/or provided orally to the class.
- There is objective evidence that the student was graded according to criteria or a scale other than that by which others in the class were graded.

Students who believe such a scenario may apply to them should contact their academic advisor. If a formal appeal is filed, it must be put in writing to the faculty member with stated reasons for the request. If it remains unresolved, the student, in consultation with the Program Director, should forward the same information with any relevant new information to the Area Coordinator. If it still remains unresolved, the final step would be to forward the same information with any relevant new information to the Vice Dean, whose decision will be final.

### **Incomplete Work**

The notation “I” is recorded whenever the student has been granted formal permission by the instructor, with approval of the Senior Associate Dean of the BBA Program, to defer a final examination or part of a course. Arrangements to receive an incomplete must be made prior to the end of the semester. Deferments are not permitted except for severe illness or other serious emergencies and must be approved prior to the date of the examination. The obligation to complete the work and the conditions under which the incomplete will be removed will be set forth by the faculty member. Failure to satisfy those conditions will result in assignment of grade under the original grading rubric of the course as set forth in the syllabus. In all cases, incomplete work must be completed during the student’s next semester of residence, or within twelve months if the student does not reenroll. Failure to complete the course by the appropriate deadline will result in a grade of F.

### **Probation and Suspension Guidelines**

Students placed on probation are expected to concentrate on bringing their work up to the required standard. The following regulations adopted by faculty decree are subject to change by the faculty at any time.

1. A student whose semester grade point average is 1.0 or greater but less than 2.0 will be placed on probation for the subsequent semester. A student on probation must earn a minimum semester average of 2.0 and at the end of the probationary semester have a minimum cumulative grade point average of 2.0. Failure to do so will result in academic suspension. The summer term will be treated as a semester for probation purposes for any student who enrolls in twelve hours or more of course work.
2. A student whose semester grade point average is below 1.0 will be automatically suspended.
3. Undergraduate students suspended for academic deficiency may petition to the Faculty Education Committee for readmission. The minimum suspension is one semester. The Faculty Education Committee will consider petitions for readmission during the suspended semester. The petition must be submitted in writing to the Senior Associate Dean of the BBA Program by February 15th for requested fall semester return or October 1st for a requested spring semester return. Late submission of the petition may result in a delayed return.
  - a. If a petition brought before the Faculty Education Committee is denied, the student may not resubmit a petition for readmission until one calendar year after the date of the denial.
  - b. If a student is suspended more than one time, a petition for readmission will not be considered until at least one calendar year after the date of suspension.
  - c. A student may at any time be put on probation by the Dean for neglect of duty, failure to make satisfactory progress towards degree, or other cause, irrespective of grades.

- d. Any student who in the opinion of the Senior Associate Dean of the BBA Program is not making satisfactory progress shall be formally notified of delinquency at the end of any semester and may be advised to withdraw. If such a student, after being advised to withdraw, elects to remain in school, the case may be brought to the Faculty Education Committee. If in the opinion of the Committee or the Dean the student is not making satisfactory progress at the end of the following semester, that student shall be suspended.
4. Students who return after being suspended are readmitted with probationary status. A student on probation must earn a minimum semester grade point average of 2.0 and at the end of the probationary semester must have a minimum cumulative grade point average of 2.0 in order to remain in the program.

### **Official Transcripts**

The academic transcript is an official record of a student's grades. Transcripts may be requested via OPUS or the [University Registrar's office](#). In most cases, electronic transcripts are delivered within minutes of placing your order. Transcript requests for paper copies are normally processed within two business days of receiving your request. For those whose last enrollment was prior to Summer 1990, please allow additional processing time.

Official transcripts bearing the University seal and validating signatures are sent as directed by the student's request to agencies or institutions as confidential information. All transcripts include the entire academic record. No partial or incomplete statements of record will be issued as transcripts. For prompt receipt of transcripts, students should make requests within a reasonable time before needed. Delay in issuing transcripts may occur immediately before or after a term break. Official transcripts can be sent to agencies or institutions, provided the student's record shows no financial indebtedness to the University.

### **Transfer Credit/Transient Study Prior to Matriculation into the BBA Program**

The BBA Program honors decisions made by the Emory Office of Undergraduate Admission regarding transfer, Advanced Placement, and International Baccalaureate credit, including all limits. Evaluation of credit will occur prior to matriculation into the BBA Program and no retroactive credit will be applied. Additionally, transient study credit granted in accordance with Emory and Oxford College policies and applied prior to matriculation into the BBA Program will be honored.

### **Transient Study After Matriculation into the BBA Program**

Transient study may be earned domestically or internationally.

Domestic transient study at U.S. institutions is granted only for summer enrollment. Students who wish to complete coursework elsewhere prior to earning 64 credit hours at Emory must secure written permission from the BBA Program Office before the end of the preceding spring semester. Permission may be obtained via the [Summer 2024 BBA Transient Study Request Form](#) which will be reviewed by the Assistant Dean for BBA Academic Affairs, working in conjunction with the Goizueta Faculty Education Committee. In order to earn credit through Domestic Transient Study, students must earn a grade of C or above. The course credits, but not the grades, are posted on the official Emory transcript.

International transient study is normally granted only for summer enrollment. Students who wish to take summer work at non-U.S. institution, other than through Emory-sponsored programs, prior to earning 64 credit hours at Emory must secure written permission from the BBA Program Office before the end of the preceding spring semester. Permission may be obtained via the [Summer 2024 BBA](#)

[Transient Study Request Form](#) which will be reviewed by the Assistant Dean for BBA Academic Affairs, working in conjunction with the Goizueta Faculty Education Committee. In order to earn credit students must earn a grade equivalent of C or above, with equivalency determined prior to participation. The course credits, but not the grades, are posted on the official Emory transcript.

In all cases of domestic or international transient study:

- Students on academic probation at the time of request or after the completion of spring semester are ineligible.
- Credit earned at other institutions may not be counted towards the last 64 semester hours or four semesters of work toward the BBA degree.
- A final transcript for any summer coursework must be submitted by October 1 immediately following the summer in which the coursework was completed.
- All credits for non-Emory courses must officially appear on the student's transcript by the end of their first semester upon return to Emory. It is the student's responsibility to follow up to ensure that this occurs.

### **Atlanta Regional Council for Higher Education (ARCHE) Program**

ARCHE Cross Registration is a program developed and sponsored by the Atlanta Regional Council for Higher Education. Under certain conditions the program allows students to take a course at a member institution that may not be offered at the home institution. Students must be full-time and in good standing. Courses are taken on a space available basis. The student is registered at the host institution as a "special" student only. Cross Registration does not constitute regular admission and the student has access only to those facilities needed to successfully complete the course(s).

Emory University students who wish to enroll for courses at an ARCHE member institution must complete a Cross Registration application form and receive approval from their school dean or academic advisor and the University Registrar. Applications must be received in the Registrar's Office by the deadline date. There may be other requirements for enrollment (immunization records). More information is available [here](#).

### **Non-Degree Seeking Students**

Students from other divisions of Emory University who are not enrolled in the Business School may enroll in undergraduate Business School classes on a space-available basis, with instructor approval, providing all course prerequisites are satisfied. Non-BBA students may enroll in a maximum of 8 hours per semester and a total of 16 hours. Emory College of Arts and Sciences students should carefully consult College of Arts and Sciences policy regarding application of BBA coursework toward Emory College graduation requirements.

### **Registration**

Students must be officially registered for courses on OPUS and must appear on the professor's roll to be eligible to receive credit for a course. Course enrollment will not be granted after the completion of the add/drop/swap period, regardless of class attendance. Students are allowed to preregister on dates set by the Goizueta Business School Registrar's Office. Students are limited to enrollment in 20 credit hours per semester. Students registering for fewer than twelve hours in any semester other than a student's final semester must obtain approval from the Assistant Dean of the BBA Program

### **Changing Courses**

Students who change their schedule after the original registration date are required to follow the procedures and calendar posted by the Goizueta Business School registrar's office. Business School

students may utilize online add/drop/swap procedures. Enrollment is strictly limited by capacity. Once a course has closed, additional enrollment will occur on a space-available basis from a sequential waiting list. Neither advisors nor the instructor of record has the capacity to add a student to a closed class

### **Withdrawal from Courses**

Any student who withdraws voluntarily from a class after the specified drop/add period must obtain a signed partial withdrawal form. Students withdrawing prior to the end of the sixth full week of classes will receive a grade of W. Thereafter, a student who withdraws will receive a grade of WF. In calculating the student's overall average, the grade of WF is counted as an F. The grade of W is not calculated into the overall average. A student who withdraws from class after the sixth week for documented health reasons, or under other extraordinary circumstances, may petition the Senior Associate Dean of the BBA Program in writing at the time of withdrawal in order to receive a grade of W. If the situation so warrants, a recommendation that a grade of W be awarded will be forwarded to the faculty member, who will make the final determination. Under no circumstances will a grade of WF be converted to a grade of W after it has been issued.

### **Repeating a Course**

If a student receives credit for successful completion of a course, they may not repeat the course for credit. If a student enrolls into the same course a second time, those duplicate credit hours will be excluded from their credit hour total in the Degree Tracker.

### **Complete Voluntary Withdrawal**

A student may withdraw in full from the BBA program at any time prior to the beginning of the final examination period. Upon voluntary withdrawal, grades of W or WF are recorded as set forth above. A student who withdraws from class after the sixth week for documented health reasons, or under other extraordinary circumstances, may petition the Senior Associate Dean of the BBA Program at the time of withdrawal in order to receive full withdrawal with all grades of "W." Any relevant partial refunds within the first four weeks of classes are dependent on the date of withdrawal. During the Summer semester only, students receiving permission for a partial (course) withdrawal may be eligible for a partial refund. The University's refund schedule is included in the Emory University Schedule of Courses Bulletin, available from the Office of the Associate Director of Academic Services.

### **Involuntary Withdrawal**

Emory University considers the safety and welfare of its students, faculty and staff a top priority. When a student engages in behavior that violates Emory's rules of conduct, the behavior will be addressed as a disciplinary matter under the applicable Student Conduct Code. The Student Conduct Code defines prohibited conduct and outlines a process for conducting disciplinary proceedings.

This Involuntary Withdrawal Policy and Procedure is not a disciplinary code, policy or process. It is not intended to apply to situations in which a student engages in behavior that violates the University's rules of conduct. It is intended to apply when a student's observed conduct, actions and/or statements indicate a direct threat to the student's own health and/or safety, or a direct threat to the health and/or safety of others. There may be situations in which both this Involuntary Withdrawal Policy and the Student Conduct Code may apply. In all cases, the Dean of the Goizueta Business School, or his/her designee, shall have final authority regarding the decision, enactment, enforcement and management of the involuntary withdrawal of a student. Such a process will occur in accordance with University policy.

### **Class Attendance**

All class attendees must be officially registered by the appropriate University official. A registered student who fails to attend class can be involuntarily withdrawn from that class at the discretion of the faculty member in consultation with the Senior Associate Dean of the BBA Program. A grade of W or WF will be assigned in accordance with the policy outlined above. It is expected that students enrolled in Goizueta Business School will attend all classes, except in the very exceptional case of a dire emergency. Outside responsibilities, work obligations, job interviews, travel plans, and minor emergencies are not sufficient to excuse a student from class. Classes are highly interactive, and team assignments rely on all students being active class participants. Course attendance regulations are the prerogative of individual faculty members, who may use class attendance, class participation, or any combination thereof in any stated percentage in the calculation of the course grade. Students who are on probation may be subject to additional regulations and disciplinary action based on class attendance.

### **Absences from Examinations**

Any student who fails to submit a required course assessment or take a required examination when normally scheduled may not take this examination without both the consent of the faculty member and written permission from the BBA Program Office. In such cases permission will be granted only for verified, documented illness for which the care of a physician was required or other verified extraordinary and compelling reasons. A BBA student seeking to defer a major in-course exam or final exam due to illness or emergency must be granted formal permission by the Associate Dean of the BBA Program. Such deferments will be granted only in the following circumstances, all of which must be independently documented and verified:

1. Illness requiring in-patient hospitalization during the time of the exam.
2. Death of an immediate family member (grandparent, parent, or sibling) at the time of the exam, or immediately prior.
3. Illness for which a treating physician provides independent, written documentation directly to the Program Office stating that the student is medically incapable of taking the exam because of health risk to himself/herself or others. In the event that such documentation is not available, with written consent from the student, if the BBA Program Office can verbally confirm with a physician in Student Health that the student is medically incapable of taking the exam because of health risk to himself/herself or others, then the student will be excused.
4. Other extraordinary circumstances beyond the student's control for which documentation can be provided and for which there is absolutely no alternative.

Except in the case of #1 or #2, such documentation must be received prior to the exam in order to be excused. In the case of #1 and #2, documentation must be provided no later than 24 hours after the exam and must cover the time of the exam.

In the absence of this documentation, the faculty member may assign a zero for the missing assessment. If a make-up is allowed without documentation, the faculty member also has the discretion to limit the grade a student can earn on that assessment.

A student who reports for and takes any part of a final examination ordinarily will not be allowed to defer or retake that final. Deferred examinations must be taken at the beginning of the student's next semester of residence, or at a time designated by the faculty member. In the absence of this documentation, the faculty member may assign a zero for the missing assessment. If a make-up is allowed without documentation, the faculty member also has the discretion to limit the grade a student can earn on that assessment.

### **Auditing a Course**

The BBA Program does not officially recognize audits. Students may therefore not register to audit any BBA course. With the permission of the instructor and on a space available basis, students may unofficially visit any course for which they are eligible to register, but no record is kept of courses so visited.

### **Enrollment in an MBA Course**

Undergraduate students are not permitted to enroll in MBA courses. On an exceptional basis, if an elective is not offered in the BBA Program, a student may request permission to enroll in a listed MBA-level course. Permission will be granted if and only if four conditions are met: 1) the faculty member agrees to accommodate the student, 2) there is excess enrollment capacity in the class, 3) the Academic Dean of the Program in which the course is listed gives permission for an undergraduate student to enroll, and 4) the Senior Associate Dean of the BBA Program grants permission for the specific student to enroll. Assuming all these conditions are met, the student should contact the Assistant Dean to be enrolled in the course as an undergraduate Directed Study. This sets the criteria for grading within the BBA grading structure.

### **Residency Requirement**

The BBA Program requires that students be enrolled for a minimum of two full academic years and a minimum of 63 credit hours after matriculation. The residency requirement is in place to allow students adequate time both to complete academic requirements and to engage in meaningful opportunities to apply the skills learned in the classroom. Regardless of the number of semesters a student has previously completed at Emory University or elsewhere, BBA students must complete a minimum of four semesters of full-time residency in either Fall or Spring terms after matriculation into the Business School. A full-time course load in a Summer semester cannot replace one of the required semesters. However, a part-time course load in a Summer semester and a part-time course load in a student's fourth semester will be considered equivalent to one full-time semester.

In the case of extraordinary circumstances that absolutely prevent a student from meeting the four semester residency requirement, exceptions will be considered by petition to the Faculty Education Committee. These are granted in exceptional cases, and only to students who will otherwise complete all degree requirements and course hours in residence at Goizueta Business School.

Residency on a full-time basis in a Goizueta Business School-approved exchange program may be applied to the four-semester requirement, assuming approval is granted prior to embarking on the program. Participation in a study abroad program outside of Goizueta Business School cannot be applied to the four-semester residency requirement. No retroactive residency status or enrollment requests can be granted.

### **Returning to Emory College**

If a student enrolled in the BBA Program wishes to return to Emory College to complete their degree, they must notify their BBA advisor. The student must complete Emory College's Readmission Request Form. The Goizueta Business School Registrar will drop the student's schedule and discontinue them from the Goizueta Business School at the conclusion of five business days. Once approved for readmission to Emory College, students can work with Emory College and the Office of Undergraduate Education to re-enroll for subsequent semesters.

**Student Complaint Policy**

Students who wish to file a complaint that does not fall within the jurisdiction of an academic area, the honor code or the conduct code should offer discuss the concern with the appropriate personnel in the BBA Program Office.

Federal financial aid laws and regulations require that each state have a process to review and act on complaints concerning educational institutions in the state. If you have a complaint, you may, of course, file a complaint with Emory's financial aid office or call the Trust Line at 1-888-550-8850 or file a report online. You may also file a complaint about Emory University with the State of Georgia Office of Inspector General by following the directions at the Office of Inspector General (OIG) website. In the event that OIG receives a student complaint relating to financial aid, it will be forwarded to the Office of Inspector General of the U.S. Department of Education.

**Waivers of Academic Regulations**

Students may appeal to the Goizueta Education Committee for waivers of existing academic regulations and requirements in individual cases.

## HONORS AND AWARDS

### **Dean's List**

Inclusion on the Dean's List is based on comparative semester grade point average for that semester. BBA students in full residence who fall within the top 20% of their expected graduating class by semester grade point average are recognized on the Dean's List for that semester. In addition to the requisite class standing, a student must have a cumulative grade point average in the Business School of 3.0 or above and must have been enrolled for twelve or more hours, completed all course work, and earned no grades of Unsatisfactory in that semester.

### **Beta Gamma Sigma**

Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International. The mission of the society is to encourage and honor academic achievement in the study of business and personal and professional excellence in the practice of business. Invitation to membership is the highest recognition a business student can achieve, anywhere in the world. At the undergraduate level, membership is extended to those students who both stand in the top 10% of the graduating class and who display the personal and professional attributes befitting the society.

### **Graduation Honors and Awards**

Students whose work has been particularly outstanding during their time at Emory will be granted degrees with distinction, depending on the candidate's final class standing relative to the total graduating BBA Class. The calculation is inclusive of all graduates, including those from the Summer and Fall of the preceding year. For the class of 2024 this calculation is based on grades earned after matriculation in to the BBA program. For the class of 2025 and beyond, the calculation is based on the earned cumulative GPA across all semesters at Emory.

Graduating with honors in the business school is earned by rank:

Highest Distinction (Top 5%)

High Distinction (Next 5%, up to 10%)

Distinction (Next 10%, up to 20%)

### **BBA Program Graduation Awards**

#### **BBA SCHOLAR ATHLETE AWARD**

Presented to the graduating business student who has most effectively balanced the demands of varsity athletics with the rigors of his or her academic program.

#### **CAMPUS LEADERSHIP AWARD**

Given to the graduating senior who has served as an exemplary BBA representative through leadership beyond Goizueta Business School and whose efforts have made an extraordinary contribution to the larger university community.

#### **BUDNICK AWARD FOR TRANSFORMATION THROUGH CREATIVITY**

Awarded to the senior who has most successfully applied artistic and creative talents to enhance and expand the horizons of the Business School or University.

#### **INTERNATIONAL AMBASSADOR AWARD**

Presented to the student who has done the most to assist the school in its efforts to forge cross-cultural ties and extend its global reach.

#### BBA CAREER MANAGEMENT CENTER AWARD

Awarded to the graduating student whose efforts have expanded the School's outreach and helped to augment career opportunities for BBA students.

#### BBA MERITORIOUS SERVICE AWARD

Presented to the senior who has significantly enhanced the undergraduate business student experience through service beyond expectations and who has supported the mission of the BBA Program.

#### FARAAZ HOSSAIN CORE VALUES AWARD

Presented to the senior who embodies principled leadership by demonstrating personal and professional growth and intellectual development, and who is driven to create positive impact in organizations.

#### TRANSCENDENCE AWARD

Awarded to a graduating BBA student who serves as a role model in breaking down barriers and demonstrating resilience, and whose accomplishments extend beyond perceived boundaries.

#### UNSUNG HERO AWARD

Presented to the graduating student who has rendered notable service to the program, the University, or the larger community, without expectation of recognition.

#### BURT AND BETTY SCHEAR BOOK PRIZE

Awarded on a university-wide basis to the student most likely to make a uniquely positive mark on his or her universe.

#### BOISFEUILLET JONES MEDAL

Presented to the graduating senior who best represents qualities of devoted service, integrity, character and contribution.

#### ANDREW ETHRIDGE OUTSTANDING BBA ACHIEVEMENT AWARD

Given to the graduating BBA senior who has made the most significant contribution to community life during his or her tenure at Emory.

#### MOST OUTSTANDING ACADEMIC ACCOMPLISHMENT

Presented to the graduating student who has amassed the most distinguished academic record in the program.

#### JOHN ROBSON OUTSTANDING STUDENT ACHIEVEMENT AWARD

The Business School's highest graduation award, presented to a graduating student, selected from amongst all of the school's programs, who has best contributed to Goizueta Business School in its ongoing efforts to achieve excellence across all facets of the institution.

#### ROBERTO C. GOIZUETA AWARD FOR LEADERSHIP

This award is the highest honor given to a graduating student in the BBA Program and comes with a significant financial stipend. It is presented to the graduating student who best exemplifies six criteria: a love of learning, inspirational leadership, creative thinking, courage and commitment, transparency and trust, and excellence and integrity.

## **Academic Awards by Faculty Area**

### ACCOUNTING

#### *Campbell Accounting Award*

Presented to the student who has attained the highest scholastic average in accounting during his or her senior year.

#### *Educational Foundation of the Georgia Society of CPAs Award*

Presented to the student with a concentration in accounting who has attained the highest scholastic average over the four year course of his or her undergraduate program.

#### *John R. Jones Accounting Award*

Presented to an undergraduate accounting student in recognition of outstanding academic and personal characteristics.

### BUSINESS COMMUNICATION

#### *Excellence in Communication Award*

Presented to the student who has enhanced the standards for business communication within the BBA Program and has consistently demonstrated intelligent, creative solutions to communication issues in school, work, and life.

### FINANCE

#### *Atlanta Society of Financial Analysts' Award*

Presented to an undergraduate student who demonstrates outstanding academic scholarship and whose contribution to the classroom creates a better learning environment for both students and faculty.

#### *Partnership Award in Finance*

Presented to the most outstanding undergraduate student in finance.

#### *Real Estate Faculty Award*

Presented to the most outstanding undergraduate student in real estate.

#### *Wall Street Journal Student Achievement Award*

Presented to a student who has demonstrated exemplary performance in the study of finance.

### INFORMATION SYSTEMS AND OPERATIONS MANAGEMENT

#### *ISOM Consulting Analytics Award*

Presented to a graduating student who exhibits an exceptional understanding of data analytic tools and methodologies and has demonstrated the ability to leverage this knowledge in field-based projects.

#### *ISOM Distinction Award*

Presented to the student who best exemplifies excellence in the field of information systems and operations management.

*ISOM Emerging Technologist Award*

Presented to the student who best enhances the reputation of the school through the application of state-of-the-art technology to innovative problem solving and through interactions with the larger technological community.

MARKETING

*American Marketing Association Award*

Presented to the most outstanding undergraduate student in marketing based on academic performance and the student's contribution to the field of marketing.

*Marketing Faculty Honor Award*

Presented to the most outstanding student in marketing based on academic performance and service to the area.

ORGANIZATION and MANAGEMENT

*Entrepreneurship Award*

Presented to the student who best demonstrates the aspirational vision, related academic performance, and business acumen needed to launch a successful entrepreneurial career.

*Organization and Management Faculty Award*

Presented to the graduating student making the most significant contribution to the field of organization and management.

*Social Enterprise Distinguished BBA Student Award*

Presented to the student who has most notably distinguished himself or herself in the field of social enterprise.

*George H. Mew Organization and Management Award*

Presented to the most outstanding student in management across all of the school's degree programs.

## **BBA LIFE AND LEADERSHIP**

Goizueta's BBA students engage in a unique curriculum that adopts a holistic, multifaceted approach to developing leadership abilities. Beginning with your overnight orientation retreat and continuing throughout your time in the BBA Program, you will participate in a series of coordinated and impactful experiences, including:

- A 360-degree assessment that will identify your leadership competencies, increase your self-awareness, and create an actionable plan
- Individual coaching sessions
- A business communications course that will strengthen your written and oral communications and presentation skills
- An experiential team dynamics and leadership course where you'll gain hands-on experience working in teams
- Senior seminars in which you will develop industry-specific insights, fine-tune your career skills, and increase your professional exposure
- Case competitions that will enhance your ability to work under pressure, think on the fly, tolerate ambiguity, and produce innovative solutions

You will also have the opportunity to gain leadership experience in organizations and clubs across the University. We are proud to note that Goizueta hosts the largest student-run business leadership conference in the country, which brings over 100 student leaders and some of the world's most respected global business thinkers to campus for workshops, lectures, networking, and case competitions.

Goizueta believes that individual development and personal growth is most effectively achieved over time, experientially, and through multiple venues. Leadership is important at all levels of an organization, requiring a varied repertoire of styles and competencies. Our goal is to enhance not only your cognitive capabilities, but also your social, behavioral, and emotional skills. These four interconnected dimensions are embedded in the positive values and principles that support and inform the entire Goizueta community.

### **Undergraduate Business School Leadership Conference (UBSLC)**

The UBSLC, previously hosted by corporations such as GMAC, Goldman Sachs, Deloitte and The Home Depot, provides a forum for the top undergraduate BBA students to meet with leading business executives to become more effective leaders. Through distinguished speakers, mutual academic collaboration, and a dynamic environment, attendees will develop new leadership roles and build a social network among some of the world's most promising future business professionals.

Our goal in planning this year's UBSLC is to empower students with the skills necessary to return to their home schools and make a significant positive impact on their own student body. Intimate sessions with executives provide students with the opportunity to learn more about a wide variety of industries and participate in an engaging, interactive dialogue with many of the Southeast's most well-known entrepreneurs.

### **Academic Advising and Support**

As an incoming student, you will be assigned an academic advisor upon entrance to the business school. Your academic advisor will assure that you are making satisfactory progress toward your BBA degree

and that your course selection is appropriate for your educational and professional goals. You will meet with your advisor each semester to arrange coursework. A crucial component of the advising process is to assist you in taking advantage of the many resources and opportunities available through the business school.

### **BBA Center for Academic Success**

BBA students have access to peer tutors, academic success guides, and writing consultants via the BBA Center for Academic Success. Tutors are currently offered for the following courses: ACT 200, ACT 300, BUS 350, FIN 201, FIN 320, ISOM 351, OAM 330, OAM 331, and MKT 340. Academic success guides assist students with creating and maintaining a schedule, staying on track with long-term projects, identifying resources to prepare for exams, and connecting with TAs and professors. BBA Writing Consultants are available to assist with editing various types of academic writing for BBA students.

### **CLUBS AND ACTIVITIES**

The BBA program offers access to a vibrant student community and provides an abundance of initiatives and vehicles for involvement. As you improve your leadership capacities and strengthen your business acumen, you will also have the opportunity to leave your imprint on the Business School.

By working for constructive change alongside your peers, you will enhance your ability to make meaningful contributions to organizations and to enrich the communities in which you operate. Some of the more distinctive components of BBA student life are described below.

#### **BBA Council**

The BBA Council is the governing body for all BBA students. Your Council is elected each year to represent the needs of the students and to serve as your voice in enabling and enhancing professional, social, and academic opportunities.

The Council allocates funding and provides oversight for all the BBA Clubs and plans events ranging from weekly "Kegs in the Courtyard" to monthly social activities and the annual Undergraduate Business School Leadership Conference, BBA Formal, and Senior Class Celebration.

Students are highly encouraged to get involved in the Council by running for office, spearheading an initiative with the Council's assistance, or taking a leadership role in a BBA club.

#### **Business and Leadership Clubs**

##### **ALPHA KAPPA PSI**

Alpha Kappa Psi is the oldest and largest co-ed professional business fraternity in the United States. Alpha Kappa Psi exists to mold today's business students into tomorrow's business leaders. Through a combination of professional, philanthropic and brotherhood events, Alpha Kappa Psi challenges its members to achieve even more in the world of business.

##### **BBA COUNCIL**

The BBA Council functions as the student government of the BBA Program. The BBA Council is charged with governance over and providing support to BBA clubs, advocacy on behalf of BBA students, and creating programming to build and strengthen community within the BBA Program. The BBA Council has elected and appointed positions available for BBA students; elections and interviews are held in the spring semester for the following academic year. The BBA Council is responsible for carrying on a

beloved Goizueta tradition every Thursday afternoon, as well as planning programming, study breaks, and other engagement opportunities for BBA students.

#### HONOR COUNCIL

Members of the Roberto C. Goizueta Business School community are committed to values of honor, integrity, and accountability. The Honor Council investigates suspected Honor Code violations, along with increasing awareness throughout the Goizueta community of the importance of academic integrity and promoting an atmosphere of trust, integrity, and respect.

#### Functional Area Clubs

##### 180 DEGREES CONSULTING – A GOIZUETA CONSULTING GROUP CLUB

180 Degrees Consulting is the world's largest volunteer consultancy, with chapters across 81 universities worldwide.

#### ALGORY CAPITAL

Algory is a quantitative investment fund, managed through the Quantitative Investments (QI) and Global Markets (GM) divisions. The two-semester Academy Training Program teaches foundational concepts of quantitative finance or corporate finance in the fall and quantitative trading or discretionary trading in the spring. All members gain hands-on experience trading of \$100k+ of the Emory endowment, 1-on-1 career mentorship, and access to a database of 100+ finance programs and internships.

#### BETA ALPHA PSI

Beta Alpha Psi is the national scholastic and professional fraternity focusing on the areas of accounting, finance, and information technology. Its primary objective is to encourage and recognize scholastic and professional excellence in these fields. The Emory chapter sponsors programs open to all interested students. Programs include field trips, social events, student presentations, and prominent speakers from industry. The chapter also holds an annual reception for all members.

#### EMORY BUSINESS ETHICS

Emory Business Ethics was started by two students in the Fall of 2015 who care about instilling the ideologies of ethical engagement and principled leadership to students at Emory. We provide our fellow students with a forum for open discussion and evaluation about the role that ethics plays in business decisions. On campus, we host events to discuss current events and educate undergraduate students about everyday situations regarding fairness, responsibility and transparency in business. Upcoming events include a case competition, a panel discussion with business professionals, lunches with professors, an ethical debate and more! All years and majors are welcome to join!

#### EMORY IMPACT INVESTING GROUP

The Emory Impact Investing Group (EIIG) is Emory's only undergraduate impact investing group. EIIG promotes social impact in the local Atlanta community through targeted short-term debt investments to micro-entrepreneurs. EIIG provides an educational experience for its members by engaging them in all aspects of the lending process including fundraising, investment analysis/selection and loan monitoring. Currently, EIIG is partnering with the Start:ME business accelerator to identify promising entrepreneurs in the Clarkston and East Lake areas of Atlanta.

#### EMORY INVEST IN YOURSELF

Emory Invest in Yourself provides personal financial literacy skills to assist students from all academic and financial backgrounds in learning about the basics of personal finance, including stock trading, budgeting, and building credit.

#### EMORY SUSTAINABLE BUSINESS GROUP

Emory Sustainable Business Group focuses on the intersections between business and sustainability for BBAs, ENVS students, and beyond. The club is a network for ENVS and BBA students to connect, build useful skills like sustainability analysis and planning, and discuss real-world green business practices, and is open to all undergraduate majors.

#### EMORY WOMEN IN BUSINESS

Emory Women in Business empowers women to facilitate their personal and professional development within the business world.

#### GOIZUETA CONSULTING GROUP

The Goizueta Consulting Group creates and maintains long-term relationships with consulting firms in order to help qualified students gain job placement. To help prepare students for the job search process, the GCG offers resume critiques, mock interview sessions, case-based interviewing workshops, career panel speakers, and an on-campus case competition. The club also assists students by working closely with the Career Management Center and alumni to bring consulting firms to campus for interviewing and informational presentations.

##### ATLAS CONSULTING CLUB – A GOIZUETA CONSULTING GROUP CLUB

Atlas Consulting Club is a student-run consulting club on Emory's campus that partners with for-profit companies in the Atlanta area. We are an extremely diverse student body who share a passion for problem-solving and provide students the opportunity to get the real world experience of consulting that is not found in the classroom. Atlas consultants work on a wide variety of consulting issues for companies in various industries including financial services, sports franchises, and consumer retail products. Our projects span from brand optimization to product launch strategies.

##### CONSULT YOUR COMMUNITY – A GOIZUETA CONSULTING GROUP CLUB

CYC is a national nonprofit organization that provides pro-bono consulting services to low-income and minority-owned small businesses and nonprofits. Through this process, students gain hands-on business experience and develop skills that prepare them for their future careers, while also helping their local communities thrive. At Emory, we have worked with 17 businesses in a variety of industries including technology, food and drink, and nonprofits.

#### GOIZUETA DATA ANALYTICS CLUB

The Goizeta Data Analytics Club (EDAC) is a source for deeper learning in quantitative decision making. EDAC provides opportunities for students to learn more about careers in analytics, further develop their quantitative skills, and meet data professionals in the Atlanta area.

#### GOIZUETA FINANCE GROUP

Goizueta Finance Group is comprised of the Alternative Investments Group, Goizueta Investment Management Group, Pre-Finance Society, and the three Goizueta Finance Academies. These groups coordinate efforts and collaborate with one another to increase awareness around all finance career paths and provide meaningful programming and educational opportunities for networking and recruiting for students interested in finance.

#### ALTERNATIVE INVESTMENTS GROUP – A GOIZUETA FINANCE GROUP CLUB

The Alternative Investments Group (AIG) is a BBA student Organization created within Emory University's Goizueta Business School with the dual objectives of networking and educating Goizueta BBAs in private equity, venture capital, and hedge funds.

#### GOIZUETA INVESTMENT MANAGEMENT GROUP – A GOIZUETA FINANCE GROUP CLUB

The Goizueta Investment Management Group (GIMG) is a student-managed investment fund at Emory University's Goizueta Business School. GIMG features two funds managed by undergraduate students. The first fund is a portion of Emory's endowment in a long-only, U.S. equity portfolio. The second fund is the GIMG Fixed Income Fund, which launched in Spring 2015. In addition to investment activities, GIMG partners with area high schools to help teach financial literacy to underserved youth in the Atlanta area.

#### GOIZUETA FINANCE ACADEMIES

The three Goizueta Finance Academies are designed to prepare sophomores for internships in the area(s) of their interest. Current offerings include the Investment Banking Academy, the Sales and Trading Academy, and the Asset Management Academy. The Academies leverage the skills and experiences of seniors who have interned, as well as alumni, to build comprehensive preparatory programs. The academies are structured as series of seminars but also incorporate speaker panels and competitions.

#### GOIZUETA MARKETING CLUB

The Goizueta Marketing Club is an organization comprised of undergraduate business students who express a passion for marketing. The GMC seeks to add greater value to students' academic experiences by enlightening and preparing them for future careers in marketing. Club activities include guest speaker sessions, office visit programs, and networking events.

#### GOIZUETA REAL ESTATE GROUP

The Goizueta Real Estate Group offers information and career networking opportunities for students interested in the field of real estate. The group organizes speakers and encourages participation in real estate seminars, panel presentations, and field trips.

#### GOIZUETA WOMEN IN FINANCE

Goizueta Women in Finance (GWIF) is Emory University's forum dedicated to engaging women interested in pursuing careers in finance. The group aligns with the initiatives of the other Goizueta Finance academies to foster greater participation among women. We create an environment focusing on the unique challenges and opportunities that exist for women in the finance industry. Events and seminars are inclusive to all genders at the undergraduate, graduate and alumni levels in order to develop a lasting network in the Goizueta community.

#### SPARK MENTORSHIP GROUP

Spark is a mentorship program designed to help adults on the autism spectrum develop important career and life skills. The meeting is broken into two parts. The first part is a group training session with a career-oriented activity and the second part is a one-on-one mentorship program, tailored to each mentee's needs. You will form wonderful, meaningful relationships and be a huge help and role model to all of our members!

## **Identity and Interest Clubs**

### **ASSOCIATION OF LATINO PROFESSIONALS FOR AMERICA (ALPFA)**

ALPFA creates opportunities, adds value, builds relationships for its members, the community, and its business partners while expanding Latino leadership in the global workforce.

### **ASCEND**

Ascend is the premier professional organization dedicated to enabling its members, business partners and the community to leverage the leadership and global business potential of Pan-Asians. Ascend Emory is dedicated to building a wide stage for undergraduate pan-Asian students to develop their leadership skills and gain valuable career advice and networking opportunities.

### **GOIZUETA BLACK STUDENT ASSOCIATION**

The mission of the Goizueta Black Student Association is to promote diversity and academics among Goizueta's BBA and Pre-BBA students while adding value to the broader Atlanta community. The GBSA strives to meet these objectives through a wide range of programs focused on leadership and professional development, academic achievement, mentorship, and community service. As a result, our organization hopes to expand the network of the Goizueta Black Student Association and the Goizueta Business School as a whole.

### **GOIZUETA PRIDE**

Goizueta Pride is an organization dedicated to fostering the identities of LGBTQ+ students and Allies in their personal and professional lives. Our mission is to create a welcoming and inclusive environment within the Goizueta community.

## **ORIENTATION**

At the start of each semester, our BBA Orientation Retreat gives our incoming students a seamless educational experience — one that is informative, fun and memorable. We believe that Orientation makes a substantial impact on welcoming and connecting new students as they transition to the Goizueta Business School — a time in which basic habits are formed that influence their academic success and personal growth.

Our goals for Orientation are to introduce you to academic life within the business school, begin conversations about important community values, give you the time and information needed to feel at home and introduce you to the individuals and resources that you will need to be successful in our program.

To accomplish these goals, Orientation is a two day event that combines an academic and resource overview with team building and experiential leadership programming to give you the foundation you need at the start of our program.

During these two days, you will be exposed to a full schedule of adventure learning experiences structured to increase community, enhance leadership, and encourage team building skills.

## **INTERNATIONAL PROGRAMS**

International programs at Goizueta encompass more than study abroad. They include a globally focused course that every BBA takes, international study trips, international internships, and opportunities for interaction with the 100+ international exchange students hosted at Goizueta each year.

Through our partnerships with the world's best business and management education institutions, Goizueta BBA students can take advantage of opportunities to expand their knowledge of other cultures, become fluent in other languages, and complement their Goizueta education by becoming more informed about the global marketplace.

BBA students may apply to study abroad after the completion of their first semester at Goizueta. International exchange students from our partner universities are welcome in their advanced years of study.

### **SKI TRIP**

Each January, the BBA Program Office invites enrolled BBA students to complete a PE credit toward graduation requirements by participating in the BBA Ski Trip. The annual ski trip is held in Blowing Rock, North Carolina and is geared towards all levels of experience. You can learn to ski or to snowboard, and fully 1/3 of all participants are new to their sport of choice. During the three days of instruction and practice, you will learn the fundamentals of what may turn into a life-long passion.

### **CASE COMPETITIONS**

Creativity, analytical skills and the ability to work under pressure are just a few of the characteristics that distinguish BBA case competition team members. If you are seeking an exceptional hands-on learning experience, coupled with the opportunity to network with students from other top Business Schools around the world, and the chance to bring fame and fortune back to Goizueta, then case competitions are a great option for you.

Each year, a group of BBA students are selected to participate on the Goizueta Case Competition team based on interest, functional expertise, quantitative and qualitative abilities, presentation skills and motivation. The BBA Program office provides coaching, support and travel expenses and the students do the rest.

Goizueta is very proud of its case competition track record and delighted to have the opportunity to showcase our BBA students to business schools and professionals from across the globe.

Examples of external case competitions in which Goizueta BBA students have recently participated include:

- McDonough Business Strategy Challenge
- Stetson Templeton Business Ethics
- King's Hawaiian Sales Competition
- National Women's Case Competition
- Carolina Case Challenge

## **BBA CAREER MANAGEMENT CENTER**

The BBA Career Management Center is housed in Goizueta Business School and serves as a link between the school and The Career Center of Emory University. Our mission is to provide resources to students for lifelong career development, to maximize student outcomes in both internships and full-time positions, and to develop and strengthen recruiting opportunities.

### **Location and Hours**

1300 Clifton Road, Goizueta Business School, Suite 320

Hours: Mon- Fri 9am – 5pm

Phone: 404-727-8106

### **Career Resources**

Your career search is an exciting time to learn what you want to do, where you want to live, work, and play. As a Goizueta BBA you are part of a community of peers, alumni, faculty, staff, and companies, willing to help you answer these questions and be successful in your search, interviewing, and beyond your BBA. The CMC is here throughout your journey. It all begins with taking Professional Development (BUS 380) led by the CMC your first semester in the program, in conjunction with continuous career advising and flows through the network you'll continue to build.

The CMC has its own Canvas page, which contains a great deal of useful information on exploring career options, preparing for networking and interviews, developing a personal brand, accepting offers, and more. Students can schedule an appointment with the CMC via Handshake. They can also drop in to meet with a CMC coach (these are hand-selected seniors hired to help current BBAs with their job search process) Mondays through Thursdays during the academic year.

## **GOIZUETA BUSINESS LIBRARY**

The Goizueta Business Library, affiliated with the Goizueta Business School and Emory University Libraries, is located on the entrance level of the Robert W. Woodruff Library. The BBA student will find space for group work and quiet study along with wireless service, Macs, PCs, color printers, scanners and SMART boards. Over 60 remote access business databases, an expanding collection of scholarly and popular business books, as well as over 60,000 full-text online journals, provides the BBA student with the authoritative sources s/he needs to succeed at Goizueta. An experienced team of business librarians offers research consultations, instruction and email reference assistance to help the BBA student make the most effective use of library's resources.

An array of classes is taught by professional librarians each semester on topics ranging from finance to marketing to competitor analysis. Being familiar with the business library databases will help the BBA student complete class projects efficiently and effectively.

Information on business library resources and staff can be found at <https://business.library.emory.edu/>.

## **FINANCIAL INFORMATION**

### **EXPENSES**

The major expenses at the University are tuition and fees, living costs, textbooks, and supplies. Living expenses will vary considerably, depending on whether the student lives in University housing and eats meals at Campus Dining facilities, or makes other arrangements.

Charges for tuition and dormitory accommodations are stated by the semester in accordance with the Academic Calendar. These charges are payable in advance at the time of registration.

### **TUITION AND OTHER FEES**

Tuition charges cover a normal program of study, use of facilities and equipment, library service, and participation in student activities. Part-time students with a course load of fewer than twelve hours are charged by the credit hour. This charge does not include fees for housing, food, medical and health service or participation in student activities.

If a student studies abroad through the Goizueta Business School, all tuition and fees will be assessed as part of their course of study. Housing and food, along with books and other expenses, will be separate from the charges issued by Emory, and vary widely depending on the location of the semester abroad. Students who plan to attend College from August to May should estimate expenses on the basis of two semesters per year. Students who expect to attend throughout the year should estimate on the basis of three semesters. Expenses of attendance in summer are typically equivalent to other semesters. Students should note that, other than tuition, these figures represent estimates only and are based on living in a university dormitory. It is possible to spend less or considerably more.

### **NEED BASED AID**

#### **Financial Assistance**

If you are accepted to Emory but are unable to attend without financial assistance, you are invited to contact Emory's Office of Financial Aid. You should plan to apply for scholarship aid using forms furnished by the Financial Aid office and returned to that office between January 1 and April 15 prior to the academic year for which aid is sought. A student financial aid consumer bulletin is available on request from the Financial Aid office. In order to be eligible for assistance, students must adhere to all financial aid deadlines. In the case of a significant change in circumstances during the regular academic year, students are encouraged to appeal to the Office of Financial Aid to seek additional support.

### **MERIT BASED AID**

#### **Emory Scholars Program**

Emory College offers scholarships based on academic merit to incoming first-year students as part of the Emory Scholars Program. All merit scholarships awarded to incoming freshmen continue once the student matriculates into the BBA program.

#### **Goizueta Scholars Award**

A scholarship opportunity for students with a strong interest in business was implemented in the Fall of 2007. The Goizueta Scholars Award supports four years of undergraduate study, including study-abroad options, and ranges from one-half of tuition to full tuition and fees. This is a merit-based award that goes to high school seniors who are matriculating to Emory University.

Interested students should have superior academic credentials and a demonstrated interest in business as evidenced by engagement in entrepreneurial activities, participation in internships, membership in business clubs, and/or involvement in business-related conferences, competitions, and similar offerings. Leadership and community service are also important components in the selection process, and candidates who bring diverse perspectives and backgrounds are of special interest.

Goizueta Scholars have guaranteed admission to the BBA Program and priority access to business classes. In the freshman and sophomore years, these students also have the opportunity to enroll in special business scholar seminars, to participate in an extensive array of leadership and professional activities, and to interact with some of the most admired business executives in the world. Scholars will be personally advised by the Dean of the BBA program and given access to a wide variety of ongoing Goizueta resources, including internships, mentoring, and other career services.

#### **Bank of America Scholarship**

In 1990, a scholarship fund exclusively for BBA students was established through the generosity of NationsBank. Bank of America has decided to continue to fund this scholarship. The award is based primarily on academic performance in the BBA Program as well as on financial need.

#### **DeSevo Scholarship**

The award is given in memory of Emory College Alumnus Daniel DeSevo to a BBA student from New York, New Jersey or Pennsylvania who demonstrates outstanding academic merit and personal leadership and is shown to have financial need.

#### **Johnston-Life of Georgia Scholarship**

The Lynn H. Johnston Scholarship is awarded to an entering BBA student who is a graduate of Oxford College of Emory University. It is named in honor of Mr. Johnston '50Ox-'52BBA, retired chairman of the Life Insurance Company of Georgia.

#### **The Robert Strickland Scholarship**

The Strickland Scholarship was established in 1995 in honor of the former chairman of Emory University's Board of Trustees and the former chairman of SunTrust Banks. It will be awarded to a BBA student who has demonstrated academic achievement, financial need, and personal and scholastic merit.

#### **The Ron Frank Marketing Scholarship**

This scholarship has been endowed in honor of Ronald Frank, renowned marketing scholar and past dean of the Goizueta Business School. It is awarded to a graduating senior who has selected Marketing as an area depth. Selection is based on overall GPA, grades in Marketing, and outside activities that relate to the field of marketing.

#### **Other Awards**

In addition to the larger named scholarships, the BBA Program has a smaller set of awards (\$1000-\$3000 per year) that it gives based on need and merit. These awards are made possible through alumni and friends of the school. Students who apply to the BBA Program are automatically considered for scholarship, and awards are made in the summer between sophomore and junior year.

# ACADEMIC CALENDAR

## **FALL TERM 2023**

Classes Begin – Aug. 23  
Labor Day (no classes) – Sept. 4  
Schedule Change Ends – Sept. 6  
Fall Break (no classes) – Oct. 9-10  
Grading Basis Change/Partial Withdrawal Deadline – Oct. 11  
Date of Record – Oct. 12  
Spring Pre-Registration Begins – Oct. 23  
Online Degree Application Closes – Oct. 31  
Thanksgiving Recess (no classes) – Nov. 22-24  
Classes End – Dec. 5  
Exam Period – Dec. 6-16  
End of Term – Dec. 16

## **SPRING TERM 2024**

Classes Begin – Jan. 17  
Schedule Change Ends – Jan. 30  
Online Degree Application Closes – Feb. 16  
Grading Basis Change/Partial Withdrawal Deadline – Mar. 1  
Date of Record – Mar. 4  
Spring Break (no classes) – Mar 11-15  
Fall Pre-Registration Begins – Mar. 25  
Classes End – Apr. 29  
Exam Period – Apr. 30 – May 10  
Commencement – May 13

## Department of Veterans Affairs Pending Payment Rights

In compliance with Title 38 United States Code Section 3679(e) Emory University adheres to the following provisions for any student(s) that are/is considered “a covered individual” who are using Chapter 33 Post 9/11 Gi Bill, or Chapter 31 Vocational Rehabilitation and Employment, U.S. Department of Veterans Affairs benefits:

the University will not:

1. Prevent the student’s enrollment in classes
2. Assess a penalty fee (late fees, administrative fees) due to delayed disbursements from the Department of Veterans Affairs under Chapter 31 or Chapter 33
3. Deny access to any school resources, classes, libraries, or other institutional facilities that are available to other paid students
4. Require the student to borrow additional funds for the length of time these provisions are applicable

The university will require students to provide the following documents to be considered a “covered individual”:

- An official “Certificate of Eligibility”, or “Statement of Benefits” from the VA website or ebenefits [Chapter 33] or a VAF 28-1905 [Chapter 31] on or before the first day of class for the semester.
- A completed Veterans Enrollment Certification Student Data Form (<http://www.registrar.emory.edu/includes/documents/sections/recordstranscripts/VeteransEnrollmentDataInformation.pdf>)
- Any additional documentation required to ensure proper certification of benefits

Having met all requirements, the Department of Veterans Affairs will provide the university with payment ending on the earlier of either:

- The date on which payment from VA is made to the institution
- Ninety (90) days after the date the institution certified tuition and fees

Any difference in the amount of the student’s financial obligation to the university and the amount the student is eligible to receive from the Department of Veterans Affairs may incur an additional fee, or payment/payment arrangement may be required to cover the difference. Please note that all eligibility documents must be submitted to the School Certifying Official in the Office of the University Registrar.

Instructions for submission of this paperwork can be found at the website below.

<http://www.registrar.emory.edu/registration/veterans-education-benefits.html>