



AREA DEPTHS

- All BBA students must complete at least one primary area depth. Each primary depth requires a minimum of 4 courses, although students are always encouraged to consider completing more than the minimum number of classes for a depth.
- Some courses are listed in more than one depth. Students wishing to pursue two primary area depths may use **one and only one** listed elective to fulfill the requirements in two primary depths. **To fulfill two primary area depths, students must complete a minimum of 7 electives as specified below.**
- Secondary area depths require a minimum of 3 courses as specified and are identified with asterisks (**). Students wishing to pursue one primary and one secondary area depth may use one and only one listed elective in the primary depth to fulfill the requirements in the secondary depth. **To fulfill one primary and one secondary depth, students must complete a minimum of 6 electives as specified below.**
- **Students who have/will study abroad:** All BBA students must take at least 4 business electives physically at GBS. Students must take at least 2 of the 4 business electives towards a given area depth from the primary/non-related course list for that depth AND physically at GBS.

ACCOUNTING (ACT)

Business Performance Analysis (BPA)	
Four of the following Elective Courses	Related Courses
312A - Financial Reporting I (Fall)	May substitute one for an Elective Course
312B - Financial Reporting II (Spring)	ACT 400 - Accounting elective abroad
414 - Financial Statement Analysis (Spring)	ACT 401 - Accounting elective abroad-global
499R - Data Analytics for Financial Business Decisions <NEW FA20>	ACT 409 - Accounting elective abroad-related
516 - Nonprofit Accounting (Fall)	ACT 411 - International Law (Spring)
517 - Professional Accounting Research (Fall)	FIN 322 - IMPACT360: Strategic Valuation
*598 - Advanced Audit (Fall)	FIN 420 - Advanced Corporate Finance
612 - Advanced Fin. Acct. (Spring)	FIN 422 - Advanced Financial Markets
613 - Advanced Managerial Accounting (Spring)	FIN 424 - Derivative Asset Analysis
615 - Federal Income Tax (Fall)	FIN 425 - Real Estate Finance
616 - Corporate & Partnership Taxation (Spring)	FIN 426 - Bank Management and Financial Services
618 - Auditing (Spring)	FIN 427 - International Finance
*619 - Info. & Global Capital Markets (Fall)	FIN 428 - Investment Banking
	ISOM 358 - Advanced Decision Analytics
Public Accounting (CPA)	
Required Courses	Elective Courses
312A - Financial Reporting I (Fall)	414 - Financial Statement Analysis (Spring)
312B - Financial Reporting II (Spring)	499R - Data Analytics for Financial Business Decisions <NEW FA20>
612 - Advanced Fin. Acct. (Spring)	516 – Nonprofit Accounting (Fall)
615 - Federal Income Tax (Fall)	517 - Professional Accounting Research (Fall)
618 - Auditing (Spring)	*598R - Advanced Audit (Fall)
	613 - Advanced Managerial Accounting (Spring)
	616 - Corporate & Partnership Taxation (Spring)
	*619 - Info. & Global Capital Markets (Fall)

- ACT 499R – “Special Topics: Personal Financial Planning” will count as a general business elective, but won’t count toward the BPA or CPA Accounting depth
- Students wishing to pursue the following career paths are advised to complete the accounting **Business Performance Analysis (BPA)** area depth track. Please consult the *Accounting Elective Recommendation Chart* for guidance on which courses would be most appropriate for your interests.
 - Consulting (operations/cost management, strategy, transaction advisory services, tax strategies)
 - Corporate financial analysis (financial analyst, corporate accounting & reporting, treasury analyst, or operations manager)
 - Investment banking
 - Forensic investigation and litigation support
- Students wishing to enter the field of public accounting with a CPA certification are advised to complete the **Public Accounting (CPA)** area depth track. We encourage you to also consider the integrated MPA degree option. Please consult the *Accounting Elective Recommendation Chart* for guidance on which courses would be most appropriate for your interests.
 - 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 211.
 - The CPA requirements do not satisfy everything needed for the MPA. Students interested in the MPA program should talk to their advisor about this option.

>>Please contact Tina Giannakopoulos (tgianna@emory.edu) to enroll in 500- and 600-level ACT courses.

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FINANCE (FIN)

Required Course	Elective Courses	
423 - Investments	<i>Three of the following</i>	
	322 – IMPACT360: Strategic Valuation	427 - International Finance
	325 - Financial Decisions/Boardroom	428 - Investment Banking
	389 - Mergers and Acquisitions	428B - Venture Capital & Private Equity
	400 - Finance elective abroad	429 - Fixed Income
	401 - Finance elective abroad-global	483 - Applied Investment Management
	403 - Global Macroeconomic Perspectives	484 - Advanced Derivative Assets
	420 - Advanced Corporate Finance	485 - Ent. Private Equity Persp. from Practioners
	421 - Corp. Governance & Firm Value	487 - Global Derivatives Markets
	424 - Derivative Asset Analysis	495 - Distressed Investing
	426 - Bank Management and Financial Services	499R - FinTech
Related Courses		
<i>May substitute one for an Elective Course</i>		
ACT 414 - Financial Statement Analysis	FIN 481 - Frontiers and Illiquid Assets	
ACT 619 - Info and Global Capital Markets	FIN 482 - Real Estate Market Analysis	
ACT 499R - Data Analytics for Financial Business Decisions	FIN 486 - Real Estate Equity Investment	
FIN 321 - Economics and Finance of Film	FIN 488 - Real Estate Development & Investment	
FIN 324 - Sports Finance	FIN 489 - Advanced Real Estate Finance	
FIN 409 - Finance elective abroad-related	FIN 497 - Finance Honors Seminar	
FIN 422 - Advanced Financial Markets	MKT 462 - Customer Lifetime Valuation (Research)	
FIN 425 - Real Estate Finance	OAM 385 - Entrepreneurial Practicum	

INFORMATION SYSTEMS & OPERATIONS MANAGEMENT (ISOM)

Choose ANY four of the following Elective Courses across the Technology, Analytics, and Operations subdomains		
<i>Technology</i>	<i>Analytics</i>	<i>Operations</i>
354 - Strategic Modeling and Social Dynamics	358 - Advanced Decision Analytics	*352 - Project Mgmt. & Collaboration
355 - Appcology: New Commerce Infrastructure	*454 - Advanced Data Science	353 - Supply Chain Management
356 - Think Code Make	455 - Forecasting & Predictive Analytics	451 - Making Effective Decisions
359 - Privacy in a Digital Age	456 - Introduction to Business Data Analytics	*452 - Healthcare Operations & Tech. Mgmt.
450 - Found. of Digital Enterprises and Markets	499R - Special Topics - Data Visualization	453 - Operations Strategy
458 - User Experience Design (UXD)	499R - Special Topics - Data Mgmt Essentials	459 - Process Analysis and Six Sigma
499R - Special Topics - Coding for Bus Insight		461 - Strategic Decision Analysis
Related Courses		
<i>May substitute one for an Elective Course</i>		
ACT 499R - Data Analytics for Financial Business Decisions	MKT 449 - Marketing Strategy	
FIN 423 - Investments	OAM 430 - Competitive Advantage	
MKT 342 - Data Driven Market Intelligence	*OAM 433 - Leading & Managing Change	
MKT 343 - Digital & Social Media Strategy	<i>Approved computer science class</i>	

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MARKETING (MKT)

<i>Choose one from Required Courses</i>	<i>Choose two from the combined set of Required and Elective Courses</i>	
Required Courses	Elective Courses	
342 - Data Driven Market Intelligence	341 - Seminar on Global Marketing	443 - Pricing Strategy
343 - Digital & Social Media Strategy	*344 - Market Analytics in Excel	*445 - Predictive Sports Analytics
347 - Product & Brand Management	346 - Consumer Behavior	446 - Advertising & Marketing Communications
462 - Customer Lifetime Valuation (Research)	*348 - Sales and Business Development	*447 - Sports Marketing
	400 - Marketing elective abroad	448 - Mktg. Channel Strategy & Retailing
	401 - Marketing elective abroad-global	*449 - Marketing Strategy
	441- Ideation	499R - Special Topics - Data Monetization Lab
	442 - Marketing Consultancy Practicum	499R – Special Topics – Marketing & Technology
<i>Choose one from the combined set of Required, Elective and Related Courses</i>		
Related Courses		
ACT 411 - International Business Law	ISOM 455 - Forecasting & Predictive Analytics	
ACT 414 - Financial Statement Analysis	*MKT 349 - Entertainment & Media Fieldwork	
ACT 613 - Advanced Managerial Accounting	MKT 409 - Marketing elective abroad-related	
FIN 324 - Sports Finance	*MKT 440 - Non-Profit Marketing Fieldwork	
FIN 420 - Advanced Corporate Finance	*MKT 444 - Marketing Analytics Consulting	
*ISOM 352 - Project Mgmt. & Collaboration	OAM 430 - Competitive Advantage	
ISOM 358 - Advanced Decision Analytics	OAM 432 - Negotiations	
ISOM 450 - Found. of Digital Enterprises and Markets	OAM 433 - Leading & Managing Change	
ISOM 453 - Operations Strategy	<i>Approved econ, psyc, or soc class</i>	

STRATEGY AND MANAGEMENT CONSULTING (OAM)

Elective Courses		
<i>Four of the following</i>		
332 - Business & Society	401 - O&M elective abroad-global	*439 - Business Ethics
333 - Sports Management	430 - Competitive Advantage	460 – Strategic Networks
334 - Social Enterprise in Latin America	431 - Social Enterprise and Impact Investing	*471 - Applied Entrepreneurship
335 - Strategies for Entertainment & Media	432 - Negotiations	*472 - Corporate Strategy and M&A
336 - Catalyzing Social Impact	433 - Leading & Managing Change	*473 - Applied Lean Startup
*337 - Managing Groups & Teams	434 - Psychology of Leadership	499R - Power & Politics in Org
338 - Behavioral Economics	435 - Multinational Firms	499R - Philanthropy Lab
385 - Entrepreneurial Practicum	436 - Entrepreneurship and New Venture Mgmt.	499R - Future of Specialty Coffee
400 - O&M elective abroad	*438 - Management Consulting	
Related Courses		
<i>May substitute one for an Elective Course</i>		
ACT 414 - Financial Statement Analysis	ISOM 453 - Operations Strategy	
ACT 613 - Advanced Managerial Accounting	ISOM 459 - Process Analysis and Six Sigma	
BUS 499R - Design Thinking	MKT 347 - Product and Brand Mgmt.	
FIN 420 - Advanced Corporate Finance	MKT 442 - Marketing Consultancy Practicum	
FIN 421 - Corp. Governance & Firm Value	MKT 446 - Advertising & Marketing Communications	
FIN 428B - Venture Capital & Private Equity	MKT 448 - Mktg. Channel Strategy & Retailing	
*ISOM 352 - Project Mgmt. & Collaboration	MKT 449 - Marketing Strategy	
ISOM 354 - Strat. Modeling and Social Dynamics	OAM 409 - O&M elective abroad-related	
ISOM 358 - Advanced Decision Analytics	FILM 403 - The Biz	
ISOM 451 - Making Effective Decisions	<i>Approved econ, psyc, or soc class</i>	

SECONDARY AREA DEPTHS

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

**ANALYTIC CONSULTING

Three of the following courses, no more than one from any academic area	
ACT 414 - Financial Statement Analysis	ISOM 453 - Operations Strategy
ACT 613 - Advanced Managerial Accounting	*ISOM 454 - Advanced Data Science
FIN 420 - Advanced Corporate Finance	ISOM 455 - Forecasting & Predictive Analytics
FIN 422 - Advanced Financial Markets	ISOM 459 - Process Analysis and Six Sigma
*ISOM 352 - Project Management & Collaboration	MKT 342 - Data Driven Market Intelligence
ISOM 354 - Strategic Modeling & Social Dynamics	MKT 444 - Marketing Analytics Consulting
ISOM 356 - Think Code Make	MKT 449 - Marketing Strategy
ISOM 358 - Advanced Decision Analytics	OAM 430 - Competitive Advantage
ISOM 450 - Found. of Digital Enterprises and Markets	OAM 438 - Management Consulting
*ISOM 452 - Healthcare Operations & Technology Management	

**BUSINESS & SOCIETY

Three of the following courses, no more than one from any academic area	
ACT 411 - International Business Law	OAM 336 - Catalyzing Social Impacts
ISOM 451 - Making Effective Decisions	OAM 431 - Social Enterprise and Impact Investing
*ISOM 452 - Healthcare Operations & Technology Management	OAM 433 - Leading & Managing Change
ISOM 458 - User Experience Design (UXD)	OAM 437 - Leading for Creativity & Innovation
MKT 441 - Ideation	OAM 439 - Business Ethics
OAM 332 - Business & Society	OAM 499R - Philanthropy Lab
OAM 334 - Social Enterprise in Nicaragua	<i>Approved Emory College elective - see Advisor</i>

**ENTREPRENEURSHIP

One Required Course	Two Elective Courses	
OAM 385 - Entrepreneurial Practicum	FIN 322 - IMPACT360: Strategic Valuation	MKT 348 - Sales & Business Development
OAM 436 - Ent. and New Venture Mgmt.	FIN 428B - Venture Capital & Private Equity	MKT 359 - Innovation in a Digital World
OAM 471 - Applied Entrepreneurship	FIN 485 - Ent. Private Equity Persp. from Practioners	OAM 430 - Competitive Analysis
OAM 473 - Applied Lean Startup	ISOM 355 - Appcology	OAM 431 - Social Enterprise
	ISOM 356 - Think, Code Make	<i>Or additional course from column one</i>
	MKT 342 - Data Driven Market Intel.	

**INTERNATIONAL BUSINESS

Two of the following courses	One of the following options	Additional Requirement
ACT 411 - International Business Law	Approved Emory College elective - see Advisor	Participation in BBA exchange or international internship
ACT 619 - Information and Global Capital Markets	Approved Class Abroad	
FIN 403 - Global Macroeconomic Perspectives	<i>OR one more from column 1</i>	
FIN 427 - International Finance		
FIN 487 - Global Derivatives Markets		
ISOM 353 - Supply Chain Management		
ISOM 450 - Found. of Digital Enterprises and Markets		
MKT 341 - Seminar on Global Marketing		
OAM 332 - Business & Society		
OAM 334 - Social Enterprise in Nicaragua		
OAM 435 - Multinational Firms		

**REAL ESTATE

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