Concentration in Business Across Boundaries

The Business Across Boundaries joint Concentration offers BBA students and Emory College students majoring in Interdisciplinary Studies (IDS) and American Studies (AMST) cross-fertilization experiences that will create connections and competencies critical to professional careers in for-profit and non-profit organizations, as well as in academia. In particular, this Concentration will help students cross traditional boundaries and disciplines, to develop interdisciplinary knowledge and skills for creative, integrative analysis and problem-solving.

IDS and AMST students who complete this Concentration will acquire grounding that will enable them to understand the functional areas of business, and how to utilize frameworks for effective stewardship of resources and the execution of strategies.

BBA students who complete this Concentration will acquire a liberal arts grounding that will enable them to bring an interdisciplinary approach to analytic thinking, and skills in writing and communication that integrate multiple perspectives.

All students will have the opportunity to pursue industry-related electives drawn from business and interdisciplinary approaches.

Requirements for Concentration

CORE
(Junior Year)

ILA Core for BBA students	Business Core for ILA students
Two of the following ILA Core Classes IDS 200W Interdisciplinary Foundations IDS 205W Science & the Nature of Evidence IDS 216W or IDS 216 Visual Culture IDS 220 ORDER Seminar AMST 201W Intro. to American Studies OR an equivalent course, upon consultation with, and approval by, the ILA Undergraduate Committee	Two of the following BBA Core Classes ISOM 351 Process & Systems Management MKT 340 Marketing Management OAM 330 Principles of Organization and Management OAM 331 Strategic Management

ELECTIVES
(Junior or Senior Year)

2 additional electives, at least one of which must be in a discipline other than the student's own. Because the IDS and AMST majors are student designed in close consultation with a faculty advisor, the Concentration will also involve the student designing their own program of study, in consultation with faculty advisors from the ILA and the BBA programs. All courses of study will be approved by the ILA undergraduate committee and a faculty advisor from the BBA program.

CAPSTONE CORE
(Senior Year)

ECS 491 Ethics and Leadership

Note: Students who matriculate into the Goizueta Business Minor are not eligible to participate in the Business Across Boundaries Concentration. Students may pursue either a Concentration OR a business minor, but not both.

2026-27