



EMORY

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GOIZUETA  
BUSINESS  
SCHOOL

**BBA PROGRAM  
CATALOG  
2024-2025**

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Emory University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, master's, doctorate, and professional degrees. Questions about the accreditation of Emory University may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on [SACSCOC's website](#).

## **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

## **BBA PROGRAM STAFF**

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# MATRICULATION

Goizueta's Bachelor of Business Administration (BBA) Program is a STEM-designated program open to students continuing from Emory or Oxford Colleges. Students are eligible to enter the BBA Program following completion of the pre-requisites for the program and achievement of sophomore standing. We accept intent to matriculate forms in the semester prior to the one in which a student intends 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 are 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 Associate's 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 students.
- 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 20, 2024

Fall enrollment: mid-February, 2025

These are the final dates for submission of ALL materials, including transcripts for any coursework taken outside of Emory.

## 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 students attend drop-in hours at least once in the semester they plan to declare intent to matriculate.

### **POINTS OF ENTRY**

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

Emory College of Arts and Sciences:

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 the Declaration of Intent to Matriculate we will review and confirm matriculation and notify students of successful declaration. Should a student not meet the criteria to matriculate, we will connect with them regarding next steps as they 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**

Students intending to request a leave of absence after filing a notification of intent to matriculate but prior to entering the BBA Program should contact the BBA Program Office.

## PRE-REQUISITE COURSES

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

All Pre-BBA 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 (note, this is not the case for Emory College students enrolled in the Business Minor or a Goizueta Concentration). 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)<br>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></ul> |



|            |   |
|------------|---|
|            | <ul style="list-style-type: none"> <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)<br><i>Please note: BUS 350 (BBA pre-requisite) fulfills this area for students who began their studies at Emory College and then matriculated to the BBA Program. Oxford College does not recognize BUS 350 as an MQR as part of their degree requirements.</i> |
| Area V.    | <b>Science, Nature and Technology (SNT)</b> (Two courses, one of which must have a lab)<br><i>Please note: ISOM 351 Process and Systems Management (required BBA core course) fulfills one non-lab course in this area. Completion of a lab science is highly encouraged prior to enrollment in the BBA Program.</i>              |
| Area VI.   | <b>History, Society, Cultures (HSC)</b> (Two courses)<br><i>Please note: ECON 101, ECON 112, and FIN 201 (BBA pre-requisites) and OAM 330 Organization and Management (required BBA core course) each fulfill one course in this area</i>   |
| 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<br><i>Please note: applicable if student begins their studies at Emory College and then enrolls in the BBA Program. Oxford College does not recognize BUS 350 as an MQR as part of their degree requirements.</i> |
| 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 immersive experiential BBA elective required of all BBAs   |

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

## BBA REQUIREMENTS

All BBAs 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 Advanced Marketing Strategy

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 taken by every BBA must be tagged as an immersive experiential elective. All immersive 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. Immersive 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 immersive elective from a pre-tagged list of electives. This elective counts towards the six business elective requirement and may also count towards an area depth(s). Courses tagged as immersive as of September 2024 are:

- FIN 322 Strategic Valuation
- FIN 428B Venture Capital and Private Equity
- FIN 483 Applied Investment Management
- ISOM 355 Appcology
- ISOM 356 Think.Code.Make
- MKT 349 Entertainment and Media Fieldwork
- MKT 442 Marketing Consulting Practicum
- MKT 499R Monetizing Innovations
- OAM 436 Entrepreneurship
- OAM 421 Philanthropy Lab
- OAM 471 Applied Entrepreneurship
- OAM 438 Management Consulting
- Directed Study with a Goizueta Professor

## **AREA DEPTHS**

All BBAs 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, and may also require completion of a specific flex core course. In all cases, a student may count only one course from the "related courses" column towards a given depth.

### **FUNCTIONAL AREA DEPTHS**

#### **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. Our Accounting area depth gives students critical skills to help them make complex decisions in an ever-changing environment. This depth, often completed in conjunction with an area depth in finance, 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 addition, BBAs can opt to combine any undergraduate depth with the joint Master of Professional Accounting (MPA) Program, which requires the completion of 10 graduate-level accounting electives. Whether as a corporate executive, public accountant, consultant, entrepreneur, or investment banker, graduates of the [BBA/MPA Program](#) obtain a wide variety of professional credentials to help demonstrate their level of competence and experience in leading business fields. Students who intend to pursue the MPA degree should complete their accounting electives at the graduate (500- and 600-) level and not the undergraduate (300- and 400-) level.

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. Students who work towards their CPA often 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.

#### **ACCOUNTING AREA DEPTH REQUIREMENTS**

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

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

312 - Financial Reporting of Operations<sup>M,P</sup>

325 - Financial Reporting of Debt and Equity<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: Strategic Cost Management<sup>M,P</sup>

415 - Tax Strategy<sup>M,P</sup>

420 - Accounting Analytics: Insights for Actions<sup>M,P</sup>

438 - Corporate Political Strategy

450 - Accounting for Mergers and Acquisitions<sup>P1</sup>

499R - Special Topics: Machine Learning for Fundamental Analysis

499R - Special Topics: Sustainability Measurement and Reporting

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

599R - Special Topics: Compensation and Management Control<sup>M,P1</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](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 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 (*last offered in Fall 2023*)  
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.

**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

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

ACT 415 - Tax Strategy

ACT 450 - Accounting for Mergers & Acquisitions

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 443 - Pricing Strategy

MKT 462 - Customer Lifetime Valuation

OAM 385 - Entrepreneurial Practicum

OAM 450 - 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 - Agent-Based Models

355 - Appcology: New Commerce Infrastructure

356 - Think Code Make (*not offered in Spring 25*)

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 - Data Science for Business  
455 - Superforecasting Tools for Building Predictive Systems  
456 - Introduction to Business Data Analytics  
475 - Data Visualization  
499R - Special Topics: Project Management

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

ACT 420 - Accounting Analytics: Insights for Actions  
BUS 399R - Building Solutions in AI  
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  
MKT 499R - AI in 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

347 - Product and Brand Management

443 - Monetization and Pricing Strategy

462 - Customer Lifetime Valuation (*last offered Fall 2023*)

499R - Special Topics: Monetizing Innovations

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

341 - Seminar on Global Marketing

343 - Digital and Social Media Strategy

346 - Consumer Behavior

349 - Entertainment & Media Fieldwork

400 - Marketing elective abroad

401 - Marketing elective abroad-global

442 - Marketing Consultancy Practicum

446 - Advertising and Marketing Communications

447 - Sports Marketing

452 - Content Marketing

499R - AI in Marketing

#### **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*)

BUS 399R - Special Topics: Building Solutions with AI

FIN 324 - Sports Finance

FIN 420 - Advanced Corporate Finance

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  
406 - Strategy and Organization and in the Healthcare Sector  
419 - Bias in the Workplace  
421 - Philanthropy Lab: Addressing Inequality in Atlanta  
430 - Competitive Advantage  
431 - Social Enterprise and Impact Investing  
432 - Negotiations  
433 - Leading and Managing Change  
436 - Entrepreneurship  
438 - Management Consulting  
439 - Business Ethics (*not offered in Fall 2024*)  
440 - Leading with Evidence  
450 - Venture Capital and Minority Entrepreneurship  
464 - The Future of Specialty Coffee  
471 - Applied Entrepreneurship  
499R - Special Topics: Science of Wellbeing  
499R - Special Topics: People Analytics

### **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  
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

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

*Note: The Analytic Consulting depth is being sunset. Students who matriculated to the BBA Program in Spring 2024 and earlier may complete this depth. BBAs admitted in Summer 2024 and beyond should choose from the new Business Analytics and/or Consulting interdisciplinary area depths.*

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)*  
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 - Agent-Based Models  
ISOM 356 - Think Code Make *(not offered in Spring 2025)*  
ISOM 358 - Advanced Decision Analytics  
ISOM 450 - Foundations of Digital Enterprises and Markets  
ISOM 453 - Operations Strategy  
ISOM 454 - Data Science for Business  
ISOM 455 - Superforecasting Tools for Building Predictive Systems  
ISOM 456 - Introduction to Business Data Analytics  
ISOM 475 - Data Visualization  
MKT 342 - Data Driven Market Intelligence  
MKT 462 - Customer Lifetime Valuation *(last offered in Fall 2023)*  
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, of which a maximum of TWO can be from any single area:**

ACT 399R - Special Topics: Sustainability Measurement and Reporting  
ACT 438 - Corporate Political Strategy

ACT 599R - Special Topics: Compensation and Management Control  
ISOM 451 - Making Effective Decisions  
MKT 341 - Seminar on Global Marketing  
OAM 332 - Business and Society  
OAM 419 - Bias in the Workplace  
OAM 421 - Philanthropy Lab: Addressing Inequality in Atlanta  
OAM 431 - Social Enterprise and Impact Investing  
OAM 433 - Leading and Managing Change  
OAM 439 - Business Ethics (*not offered Fall 2024*)  
OAM 464 - The Future of Specialty Coffee  
*Approved Emory College elective - see Advisor*

## **BUSINESS ANALYTICS**

The Business Analytics depth helps students develop proficiency in the development and application of analytics tools and methods. Specifically, the depth provides students with a foundation in coding and developing computational tools and methods, such as A/B testing, regression, machine learning, and artificial intelligence, and allows students to apply and extend those methods and tools to address practical business challenges.

### **Required Flex Core:**

ISOM 352 - Applied Data Analytics with Coding

### **Required Course:**

ISOM 456 - Introduction to Business Data Analytics

### **THREE of the following elective courses, of which a maximum of ONE can be from the ISOM area and a maximum of TWO can be from any single area outside of ISOM:**

ACT 420 - Accounting Analytics: Insights for Actions  
ACT 499R - Special Topics: Machine Learning for Fundamental Analysis  
FIN 430 - Foundations of FinTech  
ISOM 358 - Advanced Decision Analytics  
ISOM 450 - Foundations of Digital Enterprises and Markets  
ISOM 454 - Data Science for Business  
ISOM 455 - Superforecasting Tools for Building Predictive Systems  
ISOM 475 - Data Visualization  
MKT 342 - Data Driven Market Intelligence  
MKT 443 – Monetization and Pricing Strategy  
MKT 462 - Customer Lifetime Valuation (*last offered Fall 2023*)  
MKT 499R - Special Topics: AI in Marketing  
OAM 499R - Special Topics: People Analytics

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

*Note: if one of the ISOM courses below is taken towards the depth, students may not take one of the above ISOM electives towards the depth*

BUS 399R- Special Topics: Building Solutions with AI (*formerly MKT 499R*)  
ISOM 355 - Appcology  
ISOM 356 - Think Code Make (*not offered in Spring 2025*)

## **CONSULTING**

The Consulting depth provides students with skills needed to be an effective consultant across any industry, context, or function. To prepare for working with clients and teams, students in the Consulting depth will have the

opportunity to develop skills in client relationship building, client communications, project management, personal and team leadership, and the client industry, competitor, and value chain. Students will also learn about strategy, organizational dynamics, and design and process improvement, and can select elective coursework that helps them gain a grounding in marketing, financials, and/or operations. Students will gain knowledge in the consulting approach, including how to define and break down problems, to develop hypotheses, and to gather, cleanse, structure, analyze, model, and visualize data. They will learn how to effectively storyboard and storytell and how to effectively present deliverables.

**Required Flex Core Course:**

OAM 331 - Strategic Management

*Note: Students who wish to complete OAM 331 as a core AND who complete two additional Flex Core classes are not required to complete OAM 330*

**Required Course:**

OAM 438 - Management Consulting

**THREE of the following courses, of which a maximum of ONE can be from the OAM area and a maximum of TWO can be from any single area outside of ISOM:**

ACT 300 - Financial Statement Analysis & Valuation *(if not taken as flex core)*

ACT 399R - Special Topics: Strategic Cost Management

ACT 420 - Accounting Analytics: Insights for Actions

FIN 428 - Investment Banking

FIN 428B - Venture Capital and Private Equity

ISOM 353 - Supply Chain Management

ISOM 450 - Foundations of Digital Enterprises

ISOM 453 - Operations Strategy

MKT 342 - Data Driven Market Intelligence

MKT 345 - Advanced Marketing Strategy *(if not taken as flex core)*

MKT 442 - Marketing Consulting Practicum

OAM 440 - Leading with Evidence

**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 438 - 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 (*not offered in Spring 2025*)  
MKT 342 - Data Driven Market Intelligence  
MKT 443 - Monetization and Pricing Strategy  
MKT 499R - Special Topics: Monetizing Innovations  
OAM 430 - Competitive Analysis  
OAM 431 - Social Enterprise and Impact Investing  
OAM 450 - 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, as well as the opportunity to study abroad at one of 45 partner schools throughout the world.

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

ACT 401 - Accounting elective abroad-global  
ACT 450 - Accounting for Mergers and Acquisitions  
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 - Foundations 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 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

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.

Students must apply for acceptance into a Concentration. Students matriculated in the Business Minor are not eligible to participate in a Concentration. Students must apply no later than March 1st of their junior year. New Concentration applications are reviewed on a rolling basis 3-4 times a year. Please note that spaces in business courses will be saved for Emory College students accepted into the concentration during the pre-registration period for each upcoming semester. Completed applications for the spring pre-registration period must be received no later than October 1st and for the fall pre-registration period no later than March 1s.

Current established concentrations are:

**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. Students may apply to the MPA Program once they have completed the Accounting core course (ACT 200) and at least one graduate-level Accounting elective. The BBA/MPA joint degree requires the completion of 10 upper-level accounting electives as well as 150 credit hours.

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

BBA/MSBA students may complete BUS 390 Tech Tools (0.5 credit each) or BUS 480 Senior Seminar (1 credit each) while enrolled in their MSBA year. They may not take any other BBA or College coursework during the MSBA year. BUS 300 BBA Boardroom is waived for joint degree students during the Fall and Spring semesters of their MSBA year. The MSBA practicum course that all MSBA students take is approved as an immersive elective.

### **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](#).

## **BUSINESS MINOR**

The Business Minor provides Emory College students with the opportunity to immerse themselves in core knowledge across the five functional areas of business and to combine that knowledge with a liberal arts major. Business coursework consists of the designated core course from each of the five academic areas of the school plus one elective chosen by the student based on interest.

Minor Pre-requisites:

- ECON 101: Principles of Microeconomics OR FIN 201 Business Economics OR AP credit
- QTM 100 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

Please note that admittance to the Business Minor is limited to 66 students per graduating class year. Students must be on track to have completed all pre-requisite requirements by the semester of declaration. Formal declaration provides students with access to enroll directly into business core coursework during pre-registration

until capacity is reached.

Students who are participating in one of the Goizueta-Emory College Collaborative Concentrations (Arts Management, Business Across Boundaries, Environmental Management, Health Innovation, Film & Media Management) are not eligible to also matriculate into the business minor. Students may have either a concentration OR a business minor, but not both.

All hours towards the minor must be earned with courses completed at Goizueta Business School. Goizueta does not certify any business course equivalents for College students completed at Emory College study abroad partners. ECS 102: 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, which is a prerequisite for most analytics courses.

## 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)**

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 312 - Financial Reporting of Operations (3 credits)**

Prerequisite: ACT 200 Accounting: The Language of Business

*Note: MPA track students should take at graduate level*

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 325 - Financial Reporting Debt and Equity (3 credits)**

Prerequisite: ACT 312 Financial Reporting of Operations

*Note: MPA track students should take at graduate level*

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

*Note: MPA track students should take at graduate level*

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

*Note: MPA track students should take at graduate level*

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: ACT 200 Accounting: The Language of Business

*Note: MPA track students should take at graduate level*

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)**

Prerequisites: ACT 200 Accounting: The Language of Business

*Note: MPA track students should take at graduate level*

This course covers how fundamental analysis, valuation models, and portfolio optimization can be used for investing, both conceptually and practically. You will learn how to design an "end-to-end" accounting-based investing system from concept to implementation, including state-of-the-art accounting-based valuation models,

innovative methods such as machine learning and artificial intelligence, and the coding skills required to calibrate these models for forecasting and prediction.

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

Prerequisites: ACT 200 Accounting: The Language of Business

*Note: MPA track students should take at graduate level*

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: ACT 200 Accounting: The Language of Business

*Note: MPA track students should take at graduate level*

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 415 - Tax Strategy (3 credits)**

Prerequisites: ACT 200 Accounting: The Language of Business

*Note: MPA track students should take at graduate level*

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 420 - Accounting Analytics: Insights for Actions (3 credits)**

Prerequisites: ACT 200 Accounting: The Language of Business

*Note: MPA track students should take at graduate level*

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 438 - Corporate Political Strategy (3 credits)**

Prerequisites: None

*Note: MPA track students should take at graduate level*

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 450 - Accounting for Mergers & Acquisitions (3 credits)**

Prerequisites: ACT 200 Accounting: The Language of Business

*Note: MPA track students should take at graduate level*

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 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 599R - Special Topics: Compensation and Management Control (3 credits)**

Prerequisite: ACT 200 Accounting: The Language of Business

This course focuses on how to align employee decision-making with organizational objectives, highlighting various forms of compensation and management control systems that rely on accounting and performance measurement information (i.e., internal information). This course will help students translate organizational objectives into action through the design of effective performance measurement techniques, performance-based compensation schemes, and other management control mechanisms.

**ACT 615 - Tax Strategy (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 618 - Auditing (3 credits)**

Prerequisite: ACT 312/625 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 valuing 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 323 - Investments (3 credits, Flex Core)**

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 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 - Personal 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. This course counts as a general business elective but does not count towards the Finance area depth.

### **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 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 lecturattes, 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)**

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 - Agent-Based Models (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 - Data Science for Business (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 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.

### **ISOM 499R - Special Topics: Project Management (3 credits)**

Prerequisite: None

In businesses, as projects become more complex and project teams become more diverse in expertise and geographical location, fully one-third of projects fail and another third complete well below expectations. This course gives you a working knowledge of project creation and management planning, helping you plan and complete future projects on time, within budget, and with the expected deliverables. Students should have taken or be concurrently enrolled in ISOM 351 and should have some basic familiarity with MS Excel (the Excel toolbox).

## **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:

### **BUS 399R - Special Topics: Building Solutions with AI**

Pre-requisites: MKT 340, ISOM 351, ISOM 352, or instructor permission

CS/QTM Students should enroll in CS 385: Practicum in AI Entrepreneurship

Department permission required, please email [bnflood@emory.edu](mailto:bnflood@emory.edu)

This course equips students with the skills and knowledge to excel in AI business solutions as young entrepreneurs. The course is jointly taught by Goizueta Business School and Computer Science faculty for a rich interdisciplinary experience. It is open to students from diverse academic backgrounds, including those in the BBA, CS, and QTM. Teams will be constructed to leverage complementary skill sets, fostering a creative and productive environment.

Over the course, students collaborate in teams to develop AI-powered digital products and services and engage in the entire product development lifecycle. The course structure delves into various aspects of AI entrepreneurship from three critical angles:

1. Venture Strategy: Explore foundational subjects, such as AI business solutions, the AI ecosystem, entrepreneurial potential, and feasibility assessment.
2. Artificial Intelligence: Dive into technical topics, such as data management, AI models and algorithms, application development, and system evaluation.

3. Entrepreneurship: Focus on business aspects, such as monetization strategy, customer acquisition, user data analysis, and digital marketing.

The course also includes discussions on project management and ethics in AI. The ultimate goal of the course is for each student team to deliver a robust AI business solution. These solutions will undergo evaluation by faculty members and a panel of external judges, providing students with invaluable real-world feedback and experience.

Note: This course can be used as a bridge course for the MKT area depth.

#### **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)**

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 349 - Entertainment & Media Fieldwork (3 credits)**

Prerequisite: MKT 340 Marketing Management

This course will provide students with the opportunity to address real world business challenges faced by entertainment and media organizations through primary research activities. Students will leave this class with: The skills necessary to execute four primary research methods; Real world practical experience solving business challenges faced by entertainment and media organizations; Exposure to the various issues faced by entertainment and media organizations; An opportunity to develop a business and research plan for a new entertainment or media organization or initiative.

### **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 452 - Content Marketing (3 credits)**

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 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: AI in Marketing (3 credits)**

Prerequisite: MKT 340 Marketing Management

AI in Marketing examines the burgeoning role of AI in marketing decisions and actions. The course will adopt the customer equity framework, which links the value of the customer to the organization to the following components: customer acquisition, customer retention, and relationship development. The course will be built around these components, examining the application of marketing technology and AI to support growth through each component. We will use the customer journey to tie these components together.

Throughout the course, we will look at how marketers may engage with consumers. We will look at these opportunities through the following lens:

- What do we know about the customer/consumer that can support marketing interventions?
- What are the appropriate tools and techniques to convert what we know into actionable insights?
- To what extent can marketing technology and AI be used to automate these marketing interventions?

### **MKT 499R - Special Topics: Monetizing Innovations (3 credits)**

Prerequisite: MKT 340 Marketing Management

This elective course provides an experiential approach to the theory and practice of marketing and monetizing innovation. Innovation is a crucial driver of competitive advantage and growth for businesses. Despite substantial investments—often totaling billions of dollars—many innovations struggle to achieve successful commercialization. This course is tailored for students who want to learn how to successfully launch and grow new products and or services for large corporations and entrepreneurs considering new ventures.

The course provides a comprehensive framework and understanding for creating a monetization and marketing strategy for innovations. At the end of the course, students will know:

1. The frameworks and best practices for monetizing innovations.
2. Marketing strategies to commercialize an innovation that can drive growth, profitability, and/or societal welfare.
3. Develop monetization models with multiple revenue streams to sustain and grow innovation in two and three-sided marketplaces.
4. Be equipped with the latest thinking to build future-looking monetization frameworks.
5. Real-world application of solutions discussed in class.

## **ORGANIZATION AND MANAGEMENT COURSES**

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

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)**

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 406 - 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 419 - 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 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 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)**

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 499R - Special Topics: Science of Wellbeing (3 credits)**

Prerequisites: None

While most people list happiness as one of their central life goals, people are surprisingly bad at knowing what will make them happy. In this course, we will explore what science can tell us about what actually makes people happy both personally and professionally. We will begin by examining how scientists define and measure happiness and some of the benefits of happiness for individuals and organizations. Next, we will examine the features of our minds that often make us less happy and how to combat them. We will then turn to what science can teach us about how to be happier, less stressed, and more fulfilled in our personal and professional lives. Students will have multiple opportunities to put these practices into action and will be encouraged to develop ways to build them into their current and future lives.

### **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)**

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, taken 4 times)**

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)**

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 383 – Experiential Team Dynamics and Leadership (0.5 credit)**

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 (0.5 credit, taken 4 times)**

Provides students with technological skills to support their areas of study and elective coursework. Topics to date have included R Studio, Tableau, Python, Generative AI, Canva, Miro, SQL.

### **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 480 - Applied Field Experience (1 credit)**

Enhances the value of an internship by helping each student apply what they learn in the classroom to the workplace. The course is for students who will have an internship for the Fall or Spring terms only. This seminar is for both international and domestic students, who will have paid or unpaid internship experiences. Students will reflect on their internship experience to identify the skills they are building, the culture of that workplace, and the work they are doing to determine how these areas inform their career progression. The course is conducted

virtually and is self-paced, requiring weekly responses and the submission of short essays. The class only fulfills one Senior Seminar requirement and only counts as 1 credit towards graduation.

**BUS 496 - Internship**

Enhances the value of an internship by helping each student apply what they learn in the classroom to the workplace. The course is for students who will have an internship for the Summer term only. International students may enroll in the course to meet CPT requirements. Domestic students may enroll in the course when participating in an unpaid internship in order to fulfill employer requirements to receive academic credit. Domestic students participating in paid summer internships are not eligible to enroll in this course. Students will reflect on their internship experience to identify the skills they are building, the culture of that workplace, and the work they are doing to determine how these areas inform their career progression. The course is conducted virtually and is self-paced, requiring weekly responses and the submission of short essays. The class is 1 credit hour, which will be reflected on the students' academic transcript, but is not counted towards graduation credits.

**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 AND POLICIES

## **Accommodations**

Students who have registered with the University's Department of Accessibility Services (DAS) are eligible to receive accommodations in the classroom. Students are required to share their accommodations with their faculty at the beginning of the semester. In order to be eligible to take exams with accommodations, students are required to request support for testing accommodations through the BBA Program Office no later than two weeks prior to each exam. Students should complete these requests on the [BBA Exam Request form](#).

## **Class Attendance/Absences**

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 are responsible for the academic consequences of absences. 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.

## **Credit Hours**

### **Credit Hours Required for BBA Degree**

The BBA requires a minimum of 128 total academic credit hours, of which at least 63 must be after matriculation to the BBA Program. Non-academic credit hours, which includes hours for PE, ECS 101, and Health 100, do not count towards either of these totals.

### **Credit for Internships**

Emory College credit hours for internships or teaching assistantships may appear on transcripts, but do not count towards degree requirements for the BBA. BBA students may not obtain credit towards degree for summer internships. In recognition of the academic value of these experiences, BBA students may enroll in a one-hour BUS 496 Internship seminar if credit is legally required for CPT or an unpaid internship. Such enrollment will not be counted towards the 128 hours towards degree.

Students who participate in an internship (paid or unpaid) during the Fall or Spring semester may receive one credit hour of BUS 480 Applied Field Experience. This hour includes an academic component in the form of asynchronous participation in an online reflective seminar. BUS 480 Applied Field Experience may be completed one time and both counts towards degree hours and satisfies one of a student's two required Senior Seminars.

Students needing enrollment in BUS 496 Internship, 496B Advanced Internship, or 480 Applied Field Experience should reach out to the instructor of record with their offer letter that includes start and end dates. Students must be enrolled in BUS 496/496B in summer no later than the last day of Summer Session 1. Students must be enrolled in BUS 496/496B or BUS 480 Applied Field Experience in Fall or Spring semesters no later than the end of the extended drop period at the beginning of each semester.

### **Dance and Music Credit Hours**

Students may take up to 16 credit hours of one or two credit applied music courses OR up to 17 hours of 1-2 credit dance courses across their time as an undergraduate as part of the 128 credit hours towards degree. Additional hours may be completed but will not count towards degree hours.

### **Duplicate Credit Hours**

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

### **Semester Credit Hour Maximum**

Students are limited to enrollment in 20 credit hours per semester. In order to be considered for enrollment in more than 20 credit hours in a given semester, students must submit a petition via an

overload request form that is made available on the BBA Program Canvas page each semester. This option is available to allow for enrollment in seminars and activities that carry extra hours beyond standard coursework. No student will receive permission to enroll in more than six academic classes of 3 or more hours under any circumstances. Students on academic probation or who have pending grades as a result of Incompletes on their schedule may not petition to exceed the credit hour limit.

### **Semester Credit Hour Minimum**

Full-time enrollment requires a minimum of 12 credit hours in a given semester. Students registering for fewer than 12 hours in any semester other than a student's final semester in the BBA Program must obtain approval from the Senior Associate Dean of the BBA Program. Such approval is granted only in the case of extenuating circumstances, typically those that are medical in nature. If a student has enrolled in a full-time load and subsequently needs to reduce their load below 12 credit hours, this adjustment must be made by the Assistant Dean in the BBA Program Office.

### **Declaration of Area Depths**

Area depth(s) can be declared in OPUS under the Course Planning and Enrollment tile. Area depths can be changed if a student decides to alter their pathway or add on additional area depths, and there is no limit to the number of changes.

It is imperative that students select their area depth(s) in OPUS in a timely fashion so that advisors can accurately track student progress towards graduation requirements. As a result, students are strongly encouraged to declare all intended area depth(s) in OPUS by Spring of their junior year. Students who have not declared at least one area depth at the time of pre-registration for Senior year Fall semester, which occurs in April each year, cannot rely on degree tracking as evidence of clearance for graduation.

### **Degree Tracker**

The Emory Degree Tracker is an OPUS tool that allows undergraduate students, advisors, and administrators the ability to audit student progress towards the fulfillment of general education, major, and minor requirements. Students are encouraged to review their progress towards graduation regularly and carefully. Students may access the online Academic Advisement Report via [OPUS](#).

To view a report, use the following path: OPUS > Academic Progress Tile > Degree Audit/Degree Tracker

Advisors will work with each student individually to assure all requirements for graduation have been met. However, students may have multiple goals towards graduation and often adjust plans and courses. Under all circumstances, it is the responsibility of each student to ensure that they meet the requirements for graduation as noted in the BBA Catalog. For students with a major or minor in Emory College, departments and programs provide final approval of any major or minor requirements. It is additionally the responsibility of the student to meet with the appropriate department to assure that all requirements that are in place at the time of major or minor declaration have been satisfied.

### **Directed Study**

Research in fields of special interest or supervised study covering areas not specifically included in the curriculum may be undertaken under the direction of a faculty member and with the consent of the Senior Associate Dean of the BBA Program. To enroll, students must have a minimum cumulative GPA of 3.0.

A student planning to enroll in Directed Study must seek the sponsorship of a faculty member by submitting to them a written proposal describing the intent, purpose, and parameters of a proposed project. The proposal should be as in depth as possible so that the faculty member can make a reasonable and justifiable determination of the project's viability and feasibility.

- The content of a Directed Study project must not duplicate course content existing in the curriculum.
- Credit will not be given for internships or any other paid or unpaid work experience. However, it may be possible to use outside experience with an organization as background research for a Directed Study project.
- The Directed Study project must contain academic value that deepens a student’s content knowledge and independent research as evidenced by the final deliverable. This content should be determined in conjunction with the faculty member.

The sponsoring faculty member indicates approval of the project by signing an agreement form. In sponsoring a Directed Study, the faculty member assumes responsibility for advising the student on the project and for awarding a grade upon the completion of the project. The development of the topic and the research plan are the student’s responsibility. Final approval for enrollment in Directed Study is granted by the Senior Associate Dean of the BBA Program. The student should submit the written proposal to the Senior Associate Dean only after having obtained the signature of a sponsoring faculty member and including the project proposal. The proposal stands as the contractual agreement with the faculty member regarding the final deliverable. It becomes part of the student’s file and the course is added to the student’s schedule/record. Please note that the prefix of the course will correspond to the area in which the sponsoring faculty member teaches (ACT/FIN/ISOM/MKT/OAM 497).

A student wishing to pre-register for Directed Study must submit the written proposal along with the required signatures to the Senior Associate Dean at least one week prior to the end of the add/drop/swap period.

During the two years of residency (four semesters) a student may register for a Directed Study no more than one time for no more than 3 academic hours. Any exceptions to this policy for a second directed study will be considered by petition only.

## Grading

### Grading Scale

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 |    |       |

### 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.

| GRADE         | BBA Core | BBA Elective |
|---------------|----------|--------------|
| 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%          |

### **Satisfactory/Unsatisfactory (Pass/Fail)**

The Satisfactory/Unsatisfactory (S/U) option is not available for Goizueta Business School courses with the exception of BUS 290, 380, 381, 383, 390, 480, and 496, which are S/U only. There are no exceptions to this policy in the form of accommodations, exceptions or retroactive adjustments.

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 128 hours needed to graduate and the minimum 63 required business school hours.
- 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 completed abroad on exchange that appear on the Emory transcript as S/U are not counted in this 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.

### **Graduation Requirements**

Subject to the limitations and qualifications stated elsewhere in this catalog, requirements for the Bachelor of Business Administration degree is as follows:

- A minimum of four full-time semesters of residence within Goizueta.
- A minimum of 128 academic credit hours, which excludes non-academic credit hours obtained for PE, ECS 101, Health 100, and internships (with the exception of a maximum of one credit hour of BUS 480 Applied Field Experience for an internship fulfilled during a Fall or Spring semester while enrolled as a BBA). No more than 16 credit hours of applied music or 17 one-credit hour dance courses may be counted toward the 128 academic hours.
- A grade-point average of at least 2.0 for all work attempted for a letter grade.
- Fulfillment of the course requirements for the BBA.
- Fulfillment of the General Education Requirements.
- No degree may be conferred to a student while he or she is suspended from Emory University under the provisions of the Undergraduate Academic Honor Code or University's Conduct Code.

### **Application for Degree**

In order to be a degree candidate for any given term, students must file an application for the bachelor's degree in OPUS at the beginning of the semester they expect the degree to be conferred. The application deadlines are indicated in the academic calendar. Students who file an application after the deadline specified in the academic calendar complete a PDF application that must be submitted to the Goizueta Registrar and cannot be assured that their names will appear in the Commencement program.

### **Commencement Ceremonies**

Commencement exercises are held annually in May for all students who completed all graduation requirements in the previous Summer term, the previous Fall term, or the current Spring term. Students graduating in Summer or Fall who wish to march in graduation in the prior Spring term before completing degree requirements must submit a request to march early which will be considered by the Assistant Dean in the BBA Program Office. All BBAs participate in the BBA Commencement Ceremony and do not participate in the Emory College of Arts & Sciences Commencement Ceremony, even if they have earned a major or a minor in Emory College.

### **Degrees**

Emory University awards a single degree to all undergraduates. Majors/minors are not listed on the degree but are listed on transcripts. For all students pursuing the BBA, their degree will read Bachelor of Business Administration. Honors earned in the BBA Program will be noted on the transcript and diploma. Honors earned by BBA students in a College major will be noted on the transcript and diploma.

### **Financial Requirements for Graduation**

It is a requirement for graduation that all financial obligations to the University shall have been satisfied. In the case of outstanding loans not then due and payable, loan documents satisfactory to the University must have been executed and delivered to it, and all payments must be current.

### **Honor and Conduct Codes**

#### **Undergraduate Academic 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.

### **Undergraduate Code of Conduct**

The Undergraduate Code of Conduct outlines the expectations of the University for undergraduate student and student organization behavior and details the process for resolution of alleged violations of non-academic misconduct. Through the Code, administered by the Office of Student Conduct in Emory Campus Life, the University promotes the values of personal responsibility, active citizenship, and consideration for others. All students are expected to know and abide by the Code, available [online](#). Sanctions related to conduct violations may include academic sanctions including suspension, as outlined in the code.

### **Incomplete Work**

The notation of “I” indicating an incomplete grade is recorded whenever the student has been granted formal permission by the instructor, with approval of the Associate Dean of the BBA Program, to defer a final examination or part of a course. Deferments are not permitted except for severe illness or other serious emergencies and must be approved prior to the date of the examination. Deferments are also not permitted if more than 20% of coursework, excluding final exam if applicable, is outstanding.

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. Although the end of the following semester is the maximum length an I grade can remain, faculty are permitted to establish earlier deadlines by which incomplete work needs to be finished. Failure to complete missing coursework by the appropriate deadline will result in the grade indicated on the form submitted.

### **Leave of Absence**

Students may request to take a leave of absence by completing a Leave of Absence request form, which will be approved by the BBA Program Office and processed by the Goizueta Registrar. A leave of absence that extends beyond two years will result in a student having to reapply to the BBA Program. Any students readmitted under these circumstances will be required to complete requirements towards degree in place at the time of readmission. Students must complete a Return from Leave of Absence form prior to February 15<sup>th</sup> for a Fall return or October 1<sup>st</sup> for a Spring return in order to be set up in the system for pre-registration for the following semester. Late submissions may result in an inability to enroll in courses needed to make progress towards degree.

### **Involuntary Leave of Absence**

An involuntary leave of absence is rare and is instituted when other reasonable and available options have been considered and the student declines, verbally or through inaction, to take a voluntary leave of

absence. The Senior Associate Dean has the authority to place a student on an involuntary leave of absence in the following circumstances:

- Where current knowledge about the individual's medical condition and/or the best available objective evidence indicates that a student poses a significant risk to the health or safety of a member of the University community,
- Where a student is unable or unwilling to carry out substantial self-care obligations and poses a significant risk to their own safety not based on mere speculation, stereotypes, or generalizations,
- Or where a student's behavior severely disrupts the University environment, and the student does not want to take a voluntary leave.

Emory University is committed to the safety, health and well-being of the campus community. The University recognizes that students may experience situations that significantly limit their ability to function successfully or safely in their role as students. In such circumstances, students should consider requesting a leave of absence. A leave of absence permits students to take a break from the University and their studies, so that they may address the issues that led to the need for the leave, and later return to the University with an enhanced opportunity to achieve their educational goals. Students will be given the option to take a voluntary leave of absence before a decision is made with respect to an involuntary leave.

In situations involving an imminent or ongoing threat of harm to the student or any other member of the University community, the Senior Associate Dean, in the exercise of the Dean's reasonable judgment, may require a student to be immediately prohibited from entering Emory's campus or facilities utilized for University programs or activities while the individualized assessment and review are taking place.

Consistent with Emory's Equal Opportunity and Discriminatory Harassment policy and other applicable policies, Emory prohibits unlawful discrimination on the basis of any type of disability or any other characteristic protected by applicable law in the administration of the University's programs and activities. Emory offers a range of resources, support services and accommodations to address the physical and mental health needs of students. However, on rare occasion, a student's needs may require a level of care that exceeds the care the University can appropriately provide. Before placing any student on an involuntary leave of absence, Emory will conduct an individualized assessment, consulting where necessary with other University offices that may include the following

- Department of Accessibility Services (DAS), to determine if reasonable accommodations may be helpful
- Student Case Management and Intervention Services (SCMIS)
- Residence Life Staff
- Faculty members
- Academic advisors
- Threat Assessment Team members
- The student's healthcare providers (e.g., Student Health Services and/or Counseling and Psychological Services) with appropriate consent
- Student's treatment provider (with student consent)
- Other individuals, including an external advocate designated by the student, as may be appropriate in an individual matter

If the decision about an involuntary leave of absence occurs during a semester, a student will be required to take a full withdrawal from courses (Involuntary Withdrawal); if the decision is between semesters, this process takes place without withdrawal from classes.



The process of an involuntary leave of absence is an administrative process, not a disciplinary process. It is intended to address the needs of a student and the student's ability to undertake fully a role as a student and member of the community. The length of the leave of absence is determined on an individual basis and there is no standard duration to a leave of absence.

This policy and these procedures are not intended to be punitive and do not take the place of disciplinary actions that are in response to violations of Emory's Codes of Conduct, Honor Codes, or other policies or directives. This also does not preclude the removal or dismissal of students from the University or University-related programs as a result of violations of other University policies, or school or program protocols, or dismissal for academic reasons. This policy does not limit the University's ability to place enrollment holds on students for reasons beyond the scope of this policy, and nothing in this policy relieves a student of any financial obligations to the University that were in place at the time the involuntary leave of absence was finalized.

Nothing in this policy limits the power of the University to take temporary administrative action to ensure the safety of the Emory community. In exceptional circumstances, where the health or wellbeing of any person may be seriously affected, or where physical safety is seriously threatened, or where the ability of the University to carry out its essential operations is seriously threatened or impaired, the Provost may summarily suspend, dismiss, or bar any person from the University or University-related programs. In all such cases, actions taken will be reviewed promptly, typically within five business days, by the appropriate University authorities.

Before the leave is effective, the student and Senior Associate Dean shall discuss the process of return, and program-specific processes should be clarified. Generally, a student will not be allowed to return until at least one full semester has elapsed or until the leave period in the involuntary leave of absence notification has elapsed, and all individualized conditions and/or requirements are met.

A leave of absence, whether voluntary or involuntary, is intended to be a temporary separation. The University is fully committed to working with a student towards return to the community. Through the process of readmission, the University will support the student in reestablishing eligibility for financial aid and other community resources.

### **Majors/Minors in Emory College of Arts & Sciences**

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.

Approximately 40% of the of the graduating BBA class of 2024 earned a College major or minor. The possibility of completing the needed College course work in conjunction with the BBA degree depends on the requirements of the major/minor you are pursuing. You can use your open and non-business class spaces in your academic plan to take the courses you need by planning carefully and working with advisors in both the business school and the College.

### **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.

### **Open Expression Policy**

Emory University and Goizueta are committed to an environment where the open expression of ideas and open, vigorous debate and speech are valued, promoted, and encouraged. As a community of scholars, we affirm these freedoms of thought, inquiry, speech, and assembly.

You can view the University's full Open Expression Policy [here](#). This Policy reaffirms Emory's unwavering commitment to a community that inspires and supports courageous inquiry through open expression, dissent, and protest, while acknowledging the challenges of the creative tensions associated with courageous inquiry in an ever changing community.

### **PE Waiver for ROTC Participants, Military Service Members, and Veterans**

Students who participate in the Reserve Officer Training Corps program or who are military service members or veterans (either of the United States or other nations) honorably discharged (or its equivalent) may receive a waiver from the Physical Education General Education Requirement. The purpose of the waiver is to assist military and veteran students in completing their degrees without requiring them to duplicate their efforts, given the significant focus the military places on physical preparation. This waiver applies to the PE requirement, which counts as a single non-academic credit.

ROTC students may request a waiver from the PE requirements after completing their first semester in the ROTC program. Military service members and veterans may request a waiver from the PE requirements once they enroll. ROTC students, service members or veterans should request this waiver from their advisor, who will collect any necessary documentation. The Assistant Dean will then enter an exception in the Degree Tracker and create a note in the student's record that the PE waiver was granted.

### **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.
2. A student whose semester grade point average is below 1.0 will be automatically suspended.
3. BBA students suspended for academic deficiency must petition to the Goizueta Faculty Education Committee in order to be granted readmission. The minimum suspension is one semester. The Goizueta 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 Goizueta 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 judgement 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 from the program for a minimum of one semester. Such judgement will be based on hours attempted relative to hours completed over the course of enrollment in the BBA Program, taking into account the number of failed courses, grades of incomplete issued and the number of course withdrawals. If such a student, after being advised to withdraw, elects to remain in school, the case may be brought to the Goizueta 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 academic suspension 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.

Students on academic probation are highly recommended to take advantage of BBA academic support resources in their probationary semester.

### **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. Typically, pre-registration for the Fall semester takes place in April and pre-registration for the Spring semester takes place in October/November.

### **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.

### **Cross-Registration**

Atlanta Regional Council for Higher Education (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](#).

### **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.

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

#### *Emory University Students*

Students from other undergraduate divisions of Emory University who are not enrolled in the Business School may enroll in undergraduate Business School classes on a space-available basis, providing all course prerequisites are satisfied. Some courses have set-aside opportunities for direct enrollment for non-BBA students. Other courses require enrollment via a [Course Request Form](#). Non-BBA students may enroll in a maximum of 8 business hours per semester and a total of 16 undergraduate business school 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. In general, BBA program coursework is reserved for undergraduates. Students from graduate divisions of Emory University should pursue coursework in graduate business programs.

#### *Emory College Students with a Business Minor*

All Emory College students who have officially declared and been approved for the Business Minor will have access to direct course registration for minor requirements during pre-registration until course capacity is met. All hours and requirements for the Business Minor must be fulfilled at Goizueta without the use of study abroad or transfer courses. Please note that admittance to the business minor is limited to 66 students per graduating class year. Students must be on track to have completed all pre-requisite requirements by the semester of declaration.

#### *Emory College Students with a Concentration*

All Emory College students who have been officially accepted into one of Goizueta's collaborative Concentrations with Emory College of Arts and Sciences (Arts Management, Business Across Borders, Film & Media Management, Health Innovation) will be enrolled into saved spaces in business courses during the pre-registration period for each upcoming semester. Concentration students are unable to enroll themselves directly in business courses and will be enrolled by the BBA Program Office. Course preferences will be collected via survey each semester. Please note that to be eligible for acceptance to the Concentration, students must apply no later than March 1st of their junior year. New Concentration applications are reviewed on a rolling basis 3-4 times a year. Completed applications for the spring pre-registration period must be received no later than October 1 and for the fall pre-registration period no later than March 1.

### **Schedule Changes and Add/Drop/Swap**

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.

Add/Drop/Swap takes place during the first two weeks of each semester (Fall/Spring). During this time, students use OPUS to change their schedules. An extended drop period follows these two weeks, during which students may drop a course without penalty but may not add or swap courses. To drop a course during the extended drop period, students must complete a petition form specific to the semester that is

made available via the BBA Program Canvas page. The Academic Calendar posted in the BBA Program Canvas page lists specific dates related to Add/Drop/Swap and Extended Drop for each semester.

A change may be made in the grading basis of an Emory College 300-level or above course (letter grade or S/U) through the thirty-third class day of the semester. No Business School coursework other than seminars that are exclusively S/U may be taken on an S/U basis.

### Religious Holidays

The Religious Holidays for the 2024-2025 academic year for the major faiths represented at Emory University are listed below. While the Business School faculty guidelines do not specify an official policy regarding religious observance, the University upholds a policy of treating a religious absence as any other excused absence, that should be granted over and above the total number of allowed excuses. Students will not be penalized but are responsible for all material covered in class.

According to Emory’s Religious Accommodation Policy 10.17, students and employees should work with their faculty and managers as early as possible to arrange for reasonable accommodations for their particular religious observances. Academic deans, OSRL, and the Office of Diversity, Equity, and Inclusion are also available for consultation.

| <u>Holiday</u>                | <u>Religion</u>       | <u>Day</u>  |
|-------------------------------|-----------------------|---|
| Rosh Hashanah                 | Judaism               | Eve October 2 through October 4, 2024 after nightfall                             |
| Yom Kippur                    | Judaism               | Eve October 11 through October 12, 2024 after nightfall                           |
| Sukkot, first two days        | Judaism               | Eve October 16 through October 18, 2024 after nightfall                           |
| Shemini Atzeret/Simchat Torah | Judaism               | Eve October 23 through October 25, 2024 after nightfall                           |
| Diwali                        | Hinduism              | November 1, 2024  |
| Hanukkah                      | Judaism               | Eve December 25, 2024 through day January 2, 2025                                 |
| Christmas                     | Christianity          | December 25, 2024   |
| Christmas                     | Orthodox Christianity | January 7, 2025   |
| Ramadan                       | Islam                 | Eve February 28 or Saturday, March 1, 2025 through day March 29 or March 30, 2025 |
| Great Lent Begins             | Orthodox Christianity | March 3, 2025   |
| Ash Wednesday                 | Christianity          | March 5, 2025   |
| Purim                         | Judaism               | Eve March 13 through day March 14, 2025 after nightfall                           |
| Holi                          | Hinduism              | March 14, 2025  |
| Eid al-Fitr                   | Islam                 | Eve March 30 or March 31, 2025 through eve March 31 or April 1, 2025              |
| Passover, first two days      | Judaism               | Eve April 12 through April 14, 2025 after nightfall                               |
| Good Friday                   | Christianity          | April 18, 2025  |
| Holy Friday                   | Orthodox Christianity | April 18, 2025  |
| Passover, last two days       | Judaism               | Eve April 18 through April 20, 2025 after nightfall                               |
| Easter                        | Christianity          | April 20, 2025  |
| Orthodox Easter               | Orthodox Christianity | April 20, 2025  |
| Shavuot                       | Judaism               | Eve June 1 through June 3, 2025 after nightfall                                   |
| Eid al-Adha                   | Islam                 | Eve June 6 through day June 7, 2025   |

### 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 final 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 Goizueta Faculty Education Committee. These are granted in rare cases, and only to students who will otherwise complete all degree requirements and course hours in residence at Goizueta Business School without necessitating an exception to maximum hours of enrollment.

Residency on a full-time basis via placement in a Goizueta Business School exchange program will be applied to the four-semester requirement. 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. For students who have been matriculated to the BBA Program but have not yet started, notification should be made to the Director of Pre-BBA Advising and Matriculation. All students wishing to return to Emory College must complete Emory College's Readmission Request Form, accessible in College Connect through the [OUE website](#) (click on Readmission), as well as the [Goizueta Return to ECAS form](#). The Goizueta Registrar will drop the student's schedule and discontinue them from Goizueta at the conclusion of five business days. Once approved for readmission to Emory College, students should work with Emory College Office of Undergraduate Education to enroll. Readmission to Emory College is at the discretion of the ECAS Office of Undergraduate Education and is not guaranteed. Students who have earned academic suspension from the Business School may not reenroll in Emory College in the semester of suspension. Students placed on academic probation will continue their probationary status if they return to Emory College.

### **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.

### **Study Abroad**

#### **Study Abroad Eligibility**

BBA exchange programs are only open to BBA students in good standing. College students are not eligible for BBA exchange programs. Students must have a minimum cumulative 3.0 GPA at the time of application to study abroad and must maintain a 3.0 GPA during the semester before studying abroad. Students must successfully complete at least three BBA core classes before going abroad. Students with any incomplete grades or with active sanctions for Conduct Code or Honor Code violations will not be permitted to study abroad.

Students must be enrolled full-time in the BBA Program in the semester prior to studying abroad. A student cannot study abroad in their first semester in the BBA program, nor in the first semester after a leave of absence. In most cases, students should not study abroad during their last semester at Emory and doing so will delay their graduation date.

Students accepting a study abroad offer must commit to attending the host university for the entire duration of the host university's academic period, including the full exam period. Host universities may have semester dates that are different than Emory's, and exceptions will not be made for any reason to arrive late or depart early, including but not limited to internships, jobs, or family activities or occasions.

Students studying abroad commit to adhere to the academic policies of their host university, including those in place for exam re-takes and re-sits where applicable which typically require that students return to the host university in order to participate.

### **Courses Taken Abroad**

Students must select from the list of pre-approved courses as the host university or, in the absence of pre-approval, must submit course approval forms for all classes they wish to take while abroad in order to request that those classes be counted toward hours or any Emory graduation requirements. Partner university course offerings differ from those available at Emory, course equivalencies may not be available at every location in every semester, and Emory faculty may approve or deny requested course equivalencies at their discretion. Permission to enroll in specific classes is at the discretion of the host university; if classes are full or not open to exchange students, Emory may not influence or alter the host university's policy

All courses abroad are taken for a grade at the partner institution. Students passing courses abroad will receive a grade of Satisfactory for the course on their Emory transcript. Students who do not pass a course will receive a grade of Unsatisfactory on their Emory transcript. S/U grades do not impact GPA. A grade of B- or above must be earned at partner institutions to receive equivalent core course credit at Goizueta. All grade equivalents can be found on the Study Abroad SharePoint.

### **Obtaining a Visa**

Students are responsible for obtaining their own visa in order to study abroad. As visa requirements vary by country and citizenship of applicant, often change, and involve personal documentation, Goizueta is unable to provide individual advisement. If your visa requires documentation from Emory, we will provide it. In order to obtain certain visas, students may have to travel to the nearest consulate or embassy and appear in person (for example, Emory students interested in studying in Spain must travel to the Miami consulate twice as part of the visa application process). It is the student's responsibility to start the visa process as early as possible, as it may take three months or longer to secure a visa for some countries.

### **Housing Abroad**

Students are responsible for obtaining their own housing in order to study abroad. It is the responsibility of the student to make sure that they follow all the required steps through their host university to secure housing (where available) and to find their own housing in situations where housing is not available through the partner university. Goizueta is unable to secure housing for students going abroad. Housing abroad is the full responsibility of the student. It is incumbent on the student to research housing details for a specific university and location abroad in advance.



## 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.

### After Matriculation into the BBA Program

Transient study in any non-business coursework 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 2025 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 granted only for summer enrollment. Students who wish to take summer work at a 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 2025 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.

### Transferring Out of Emory

Students planning to transfer out of Emory to another institution must complete a transfer request form in order to leave in good standing. Students who were slated to live on campus also need to contact Residence Life at [housing@emory.edu](mailto:housing@emory.edu) to inform them of their plan and have charges removed. Tuition charges will automatically be removed following processing of the transfer request.

### Waivers of Academic Regulations

All students must fulfill all hours and requirements to degree. There are no exceptions with respect to hours required for graduation, minimum GPA needed to graduate, graded hours required, or requirements regarding completion of courses at Emory University. In the case of other policies, under exceptional circumstances,



students may petition to the Goizueta Faculty Education Committee for individual exceptions to existing academic regulations and requirements. The decision of the Committee is final in these cases.

## **Withdrawals**

### **Partial Withdrawal/Withdrawal from Individual Courses**

Any student who withdraws voluntarily from a class after the specified drop/add period must obtain a signed partial withdrawal form. Students may withdraw until the thirty-third instructional day of the Fall/Spring semester and will receive a grade of W on the transcript, with no impact to GPA. 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.

Goizueta does not offer an extended withdrawal for any students beyond this time period. A student who withdraws from class after the thirty-third instructional day due to 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.

### **Semester Withdrawal/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 33<sup>rd</sup> instructional day in Fall/Spring semesters 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.

The Senior Associate Dean or Associate Dean will officially inform the student in writing as to the terms and timing for readmission. Typically, students who withdraw for medical reasons and are in good academic standing are eligible for readmission after an additional semester away from Emory.

Goizueta does not offer retroactive academic relief. Requests for a complete voluntary withdrawal must take place during the semester in question, no later than the last day of class and prior to the final exam period.

When officially withdrawing, students may be eligible for a refund of payments depending upon the date of withdrawal. Refunds are only processed for complete semester withdrawals; partial withdrawals from individual courses are not eligible for refunds. Financial aid awards that pay part or all of the student charges are prorated accordingly. Refunds for federal (Title IV) aid recipients will be prorated in accordance with federal regulations. No refunds are issued until all semester charges are paid in full. See the Deadlines page on the Student Accounts and Billing website for the Emory Tuition Adjustment Schedule. Unofficial withdrawal from the University results in 100 percent forfeiture of tuition.

## 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 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.

### **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. Goizueta also offers academic guidance to 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. Students interested in these service should reach out to the Director of Student Support and Inclusion.

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

BBA students have access to peer tutors 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. BBA Writing Consultants are available to assist with editing various types of academic writing for BBA students. Appointments may be scheduled via Emory Navigate.

## **BBA 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**

Algor 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.

#### 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.

#### 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.

#### 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.

#### 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.

#### 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 MARKETING ANALYTICS

The purpose of Emory Marketing Analytics is to elevate marketing and data intelligence students in and outside the business school. Emory Marketing Analytics aims to share knowledge about the latest marketing research techniques and provide hands on professional experience.

#### EMORY REAL ESTATE ADVISORY GROUP

Emory Real Estate Advisory Group aims to enrich the community by providing hands-on experience by giving students real-world Keller Williams projects involving client advising services, real estate acquisition, and property management. Students will work collectively on these projects over the course of a semester. We will also facilitate professional development skills through public speaking, team collaboration, and problem-solving. Final presentations and projects will be presented at the end of each semester to the executive board and Keller Williams representatives.

#### 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.

#### GOIZUETA CORPORATE CONNECTS

Goizueta Corporate Connects' primary mission is to cultivate the business leaders of tomorrow while emphasizing the importance of integrating ESG (environmental, social, and governance) principles into all business ventures.

#### GOIZUETA DATA ANALYTICS CLUB

The Goizueta 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, Algory Capital, and Goizueta Women in Finance. 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. GFG also hosts the three Goizueta Finance Academies that 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 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 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 VENTURE CAPITAL

Goizueta Venture Capital (GVC) is a club designed to expose BBA students to the life of a venture capitalist through understanding of the early-stage investing landscape from both the perspective of a founder and investor. Students will have the opportunity to learn about sourcing, diligence, valuation, and portfolio monitoring.

#### 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.

#### HEALTHCARE ORIENTED BUSINESS STUDENTS

Empowering the next generation of business leaders with a passion for healthcare, HOBS strives to cultivate a dynamic community that bridges the gap between business acumen and the complexities of the healthcare industry. Our mission is to provide resources, networking opportunities, and educational support to students aspiring to make a meaningful impact at the intersection of business and healthcare.

#### PROJECT V SOLUTIONS CONSULTING

Project V Solutions Consulting (PVSC) specializes in marketing consulting for small businesses and start-ups that are dedicated to ESG initiatives. We connect Emory students with clients to provide work experience, externships, and opportunities to apply integrative solutions.

#### **SOCIAL IMPACT MARKETING GROUP**

Social Impact Marketing Group aims to enrich the community by engaging Emory students with the city and people of Atlanta through real-world marketing projects and initiatives. We hope to serve the greater Atlanta community by pairing with local small businesses to maximize their market potential.

#### **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.

##### **BE FIRST**

The purpose of Be First is to serve the first-generation community at the Goizueta Business School. Our mission is to create an inclusive and resourceful environment where first-gen students can come together, build a support system, and learn about professional development.

##### **GOIZUETA ART MARKET GUILD**

The purpose of the Guild is to foster an inclusive community of individuals at Goizueta Business School who share an interest in art, the art market, and their intersection with business. The Guild aims to provide opportunities for learning, networking, and engaging in discussions related to art markets, art investment, entrepreneurship in the art world, and the broader creative economy.

##### **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.

#### **BBA INTERNATIONAL PROGRAMS**

Through our partnerships with the world's best business and management education institutions, Goizueta BBA students can take advantage of opportunities to study abroad 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. They also have opportunities for interaction with 120+ international exchange students hosted at Goizueta each year.

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.

### **BBA 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 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.

### **BBA SKI TRIP**

Each January, the BBA Program Office invites enrolled BBA students to satisfy their PE general education requirement via 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

### **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 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.

## **BBA CAREER MANAGEMENT CENTER**

The BBA Career Management Center is housed in Goizueta Business School and serves as a link between the school and Emory Career Center. 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.

As a student in the Goizueta Business School you are now representing not only yourself but the school as a whole. By using Handshake and participating in on-campus recruiting you agree to the full policies of both the Emory Career Center and the Goizueta BBA Career Management Center.

## **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 2024

Online Degree Application Opens – Aug. 14  
Add/Drop/Swap Reopens – Aug. 27 (at noon)  
Classes Begin – Aug.28  
Labor Day (no classes) – Sept. 2  
Fall Overload Petition Closes – Sept. 10 (at 5pm)  
Schedule Change Ends – Sept. 11  
Extended Drop Period Opens – Sept. 12 (at 8am)  
Extended Drop Period Closes – Oct. 1 (at 11:59pm, clean up day Oct. 2)  
Fall Break (no classes) – Oct. 14-15  
Grading Basis Change/Partial Withdrawal Deadline – Oct. 11  
Date of Record – Oct. 14  
Spring Pre-Registration Advising – Oct. 16-Nov. 6  
Senior Pre-Registration – Oct. 28-30  
Online Degree Application Closes – Oct. 31  
Junior Pre-Registration – Nov. 4-6  
Sophomore Pre-Registration – Nov. 11-13  
Thanksgiving Recess (no classes) – Nov. 27-29  
Classes End – Dec. 10  
Exam Period – Dec. 11-21  
End of Term – Dec. 21

## SPRING TERM 2025

Online Degree Application Opens – Jan. 3  
Add/Drop/Swap Reopens – Jan. 13 (at noon)  
Classes Begin – Jan. 14  
Schedule Change Ends – Jan. 28  
Online Degree Application Closes – Feb. 14  
Grading Basis Change/Partial Withdrawal Deadline – Feb. 28  
Date of Record – Mar. 3  
Spring Break (no classes) – Mar. 10-14  
Spring Pre-Registration Advising – Mar. 17-  
Senior Pre-Registration – Mar. 31-Apr. 2 (pending approval)  
Junior Pre-Registration (including incoming juniors) – Apr. 7-9 (pending approval)  
Sophomore Pre-Registration (for incoming sophs – Apr. 14-16  
Classes End – Apr. 28  
Exam Period – Apr. 29-May 9  
Commencement – May 12

## 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>