



Degree: Bachelor of Science in Business Administration

College: Science, Technology and Business

Major: Integrated Business

Major Code: INBU

Concentration: Event Planning and Management (EVPM)

Credits Required: 120

Minor: N/A

Minor Code: N/A

Graduation Requirements:

- Minimum 30 of the last 60 credits earned at PennWest.
- Minimum of 27 major credits must be completed at PennWest or a State System (PASSHE) university.
- Minimum Total of 42 Credits in Advanced Coursework.

General Education

Foundations: (12 Credits)

Oral Communication (3 Credits)

- ☐ COMJ 1010 Public Speaking

Quantitative Reasoning (3 Credits)

- ☐ MATH 1010 Quantitative Reasoning

Technological Literacy (3 Credits)

- ☐ BSIN 2000 Management Information Systems

Written Communication (3 Credits)

- ☐ ENGL 1200 College Composition

Discoveries: (Credits 27)

At least two (2) disciplines must be represented within each of the three (3) categories.

Art/Humanities (9 Credits)

- ☐ ENGL 2280 Writing for Business *recommended*

- ☐ _____
- ☐ _____

Natural Sciences & Technology (9 Credits)

- ☐ MATH 1220 College Algebra

- ☐ QBA 1000 QBA 1: Optimization

- ☐ _____

Social Sciences (9 Credits)

- ☐ PSYC 1000 Introduction to Psychology

- ☐ ECON 2100 Principles of Microeconomics

- ☐ ECON 2200 Principles of Macroeconomics

Elective/Wellness & Personal Health: (3 Credits)

- ☐ PFPL 1010 Wealth Building and PFP *recommended*

Competencies:

Applied Methodologies

- ☐ QBA 3000 QBA 3: Analytics and Applications

Ethical Reasoning

- ☐ BSAD 3200 Business Ethics

Information Literacy

- ☐ _____

Intercultural Fluency

- ☐ _____

Keystone Experience

- ☐ EVPM 4950 EVPM Internship or Any course

Quantitative Applications

- ☐ QBA 2000 QBA 2: Statistical Analysis

Writing Intensive Two (2) courses are required

- ☐ BSAD 4900 Capstone

- ☐ Any MM or FAE Course

Program Requirements

Required Major Courses: (30 Credits)

- ☐ ACC 2000 Financial Accounting
- ☐ ACC 3000 Managerial Accounting
- ☐ BLAW 2000 Legal and Ethical Environment of Business
- ☐ QBA 2000 QBA 2 Statistical Analysis
- ☐ QBA 3000 QBA 3 Analytics and Applications
- ☐ FINA 3000 Financial Management
- ☐ MGMT 3000 Principles of Management
- ☐ MKTG 3000 Principles of Marketing
- ☐ BSAD 3200 Business Ethics
- ☐ BSAD 4900 Capstone

Required Concentration Courses: (18 Credits)

- ☐ HOSP 1020 Hospitality Management
- ☐ RECR 1650 Intro to Recreation and Leisure
- ☐ EVPM 2350 Special Events in Recreation
- ☐ EVPM 3300 Meetings Events and Convention Operations
- ☐ COMJ 3846 Promotional Events and Publicity
- ☐ EVPM 4120 Program Planning and Evaluation

Concentration Elective: (6 Credits) Select 2 from the following:

- ☐ HOSP 2777 Casinos and Gaming Entertainment
- ☐ MKTG 3800 Social Media Marketing
- ☐ HOSP 3500 Hotels Resorts and Lodging
- ☐ MKTG 3690 Services Marketing
- ☐ RECR 3740 Commercial Recreation Management
- ☐ COMJ 3826 Public Relations
- ☐ COMJ 4803 Current Practices in Social Media
- ☐ EVPM 4950 EVPM Internship
- ☐ Any one of any from the prefix TOUR, HOSP, RECR, BSAD, MGMT, MKTG

Required Minor Courses: (12 Credits)

Note: A Minor is required. If the minor is in a business discipline, 9 credits double count with Business Core requirements. Marketing students may NOT choose a general business minor or marketing minor.

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Free Electives: (12 Credits)

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Program Notes:

Students can minor in any of the following business minors or certificate. Minors outside these are also eligible. Dual majors do not need a required minor. Please see your advisor to discuss your options and make an informed choice that suits your professional and academic goals. Accounting, Art Administration, Economics, Digital Marketing, Event Planning & Management, Finance, Global Business, Human Resource Management, Human Resources Management (Certificate), Innovation and Entrepreneurship (Certificate), Management, Management Information Systems, Parks & Recreation Management, Personal Financial Planning, Supply Chain Management, Tourism & Hospitality Management, Sustainable Business.

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Suggested Four Year Course Sequence

Year 1

Fall Semester

ACC 2000 Financial Accounting
BLAW 2000 Legal Ethical Env Business
ENGL 1100 Intro to College Composition/ENGL 1200 College Composition
MATH 1010 Quantitative Reasoning
PSYC 1000 Introduction to Psychology

Spring Semester

MATH 1220 College Algebra
COMJ 1010 Public Speaking
BSIN 2000 Management Information Systems
Gen Ed elective Art/Humanities
Gen Ed elective Art/Humanities

Year 3

Fall Semester

ACC 3000 Managerial Accounting
ECON 2100 Principles of Microeconomics
ENGL 2280 Writing for Business
QBA 1000 QBA 1: Optimization
Elective/Gen Ed/Major

Spring Semester

ECON 2200 Principles of Macroeconomics
MGMT 3000 Principles of Management
MKTG 3000 Principles of Marketing
QBA 2000 QBA 2: Statistical Analysis
Elective/Gen Ed/Major

Year 2

Fall Semester

ACC 3000 Managerial Accounting
ECON 2100 Principles of Microeconomics
ENGL 2280 Writing for Business
QBA 1000 QBA 1: Optimization
Elective/Gen Ed/Major

Spring Semester

ECON 2200 Principles of Macroeconomics
MGMT 3000 Principles of Management
MKTG 3000 Principles of Marketing
QBA 2000 QBA 2: Statistical Analysis
Elective/Gen Ed/Major

Year 4

Fall Semester

Major/Minor
Major/Minor
Major/Minor
Major/Minor
Major/Minor/Elective

Spring Semester

BSAD 4900 Business Capstone
Major/Minor
Major/Minor
Major/Minor
Major/Minor/Elective

