

General Education

Foundations: (12 Credits)

Oral Communication (3 Credits)

- COMJ 1010 Public Speaking

Written Communication (3 Credits)

- ENGL 1200 College Composition

Quantitative Reasoning (3 Credits)

- MATH 1010 Quantitative Reasoning

Technological Literacy (3 Credits)

- BSIN 2000 Management Information Systems

Discoveries: (Credits 27)

Art/Humanities (9 Credits)

- ENGL 2280 Writing for Business *recommended*

- _____
- _____

Social Sciences (9 Credits)

- PSYC 1000 Introduction to Psychology
- ECON 2100 Principles of Microeconomics
- ECON 2200 Principles of Macroeconomics

Natural Sciences & Technology (9 Credits)

- MATH 1220 College Algebra
- QBA 1000 QBA 1: Optimization
- _____

Wellness & Personal Health: (3 Credits)

- _____

Competencies:

Quantitative Applications

- QBA 2000 QBA 2: Statistical Analysis

Applied Methodologies

- QBA 3000 QBA 3: Analytics and Applications

Intercultural Fluency

- _____

Ethical Reasoning

- BSAD 3200 Business Ethics

Information Literacy

- _____

Writing Intensive

- BSAD 4900 Capstone and Any MM or FAE Course

Keystone Experience

- EVPM 4950 EVPM Internship or Any 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 Electives: (6 Credits)

Choose two.

- HOSP 2770 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 4860 Current Practices in Social Media
- EVPM 4950 EVPM Internship
- Any one of any from the prefix TOUR, HOSP, RECR, BSAD, MGMT, MKTG

Minor Electives: (12 Credits)

- Required Minor/Electives Course
- Required Minor/Electives Course
- Required Minor/Electives Course
- Required Minor/Electives Course

Free Electives: (12 Credits)

- _____
- _____
- _____
- _____

Program Notes:

Students can choose a minor in any business discipline such as but not limited to Accounting, Economics, Entrepreneurship, Finance, Human Resource Management, Management, Marketing, Parks & Recreation Management, Sustainable Business, or Tourism & Hospitality Management. 9 credits from these minors overlap with the Business Core courses, so only 12 credits are required to complete the minor. Other minors may be chosen, but may require more credits (which may apply to General Education or free electives). A minor is required for all BSBA students.

Suggested Four Year Course Sequence

Year 1

Fall Semester

ACC 2000 Financial Accounting
BLAW 2000 Legal and Ethical Environment of Business
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

