

H. Wayne Huizenga College of Business and Entrepreneurship
 SAMPLE HBIA 3+1 CURRICULUM | 2023-2024 ACADEMIC YEAR

Huizenga Business Innovation Academy - Bachelor of Science in Business Administration in Marketing + MBA

Year 1				
Fall		Winter		
Course	Credits	Course	Credits	
UNIV 1000: First Year Seminar	3	COMP 2000: Advanced College Writing	3	
COMP 1500: College Writing	3	MATH 2020: Applied Statistics	3	
MATH 1040: Algebra for College Students	3	General Education: Science	3	
MGT 2050: Principles of Management (F1)	3	MGT 2150: Business Law I	3	
General Education: Arts and Humanities	3	General Education: Arts and Humanities	3	
ENT 3100: Entrepreneurial Mindset (F2)	3	MKT 3050: Marketing Principles and Applications (F1)	3	
		BUS 2000 Professional Success 1	1	
Total Credits	18	Total Credits	19	
Summer - Year1				
Course	Credits			
ECN 2025: Principles of Macroeconomics	3			
ENT 3130: Huizenga Business Innovation Academy Studio I	3			
Total Credits	6			
Year 2				
Fall		Winter		
Course	Credits	Course	Credits	
ACT 2021: Foundations of Managerial Accounting **	3	ACT 2031: Foundations of Financial Accounting	3	
Open Elective	3	ECN 2020: Principles of Microeconomics	3	
MKT 3060: Consumer Behavior (MKT Major & ENT Minor)	3	INB 3550: International Business	3	
General Education: Science	3	Marketing Elective	3	
Marketing Elective	3	Marketing Elective	3	
ENT 3140: Entrepreneurial Opportunities & Analysis	3	Open Elective	3	
		BUS 3000 Professional Success 2	1	
Total Credits	18	Total Credits	19	
Summer - Year 2				
Course	Credits			
ENT 3151: Huizenga Business Innovation Academy Studio II	3			
FIN 3010 Corporation Finance	3			
Total Credits	6			
Year 3				
Fall		Winter		
Course	Credits	Course	Credits	
MKT 4100: Integrated Marketing Communication	3	Marketing Elective	3	
QNT 2880: Intro to Business Analytics and Decision Making	3	OPS 3880: Operations Management	3	
ISM 3660: Management Information Systems	3	MGT 4880: Business Strategy and Policy	3	
ENT 3161: Running your Business	3	MKT 4700: Marketing Research	3	
Marketing Elective	3	ENT 3171: Maturing Businesses	3	
MGT 4170: Organizational Behavior	3	BUS 3700 Professional Success 3	1	
Total Credits	18	Total Credits	16	120
Summer - Year 3 - MBA Start				
Course	Credits			
MGT 5105 Managing Org Behavior	3			
ENT 5966: Special Topics in Entrepreneurship	3			
FIN 5130: Financial Management	3			
ISM 5150: Information Systems Strategy & Data Management	3			
Total Credits	12			
Year 4 - MBA Year				
Fall		Winter		
Course	Credits	Course	Credits	
MKT 5125 Marketing Decision Making for Managers	3	MGT 5170: Applying Strategy for Managers	3	
ACT 5140: Accounting for Decision Makers	3	MBA Concentration Course	3	
QNT 5160: Data Driven Decision Making	3			
MBA Concentration Course	3			
Total Credits	12	Total Credits	6	
TOTAL CREDITS: 120 BSBA + 30 MBA				

** If student meets pre-reqs - take in Year 1