

H. Wayne Huizenga College of Business and Entrepreneurship
 SAMPLE FOUR YEAR CURRICULUM | 2021-2022 CATALOG
 Huizenga Business Innovation Academy - Bachelor of Science in Business Administration in Marketing + MBA

Codes for Plan:

Gen Ed Courses
BSBA Core Courses
MKT Major Courses
VC Minor Courses
ENT Minor Courses
MBA Core Courses

MARKETING

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	3	MGT 2150: Business Law I	3
General Education: Arts and Humanities	3	General Education: Arts and Humanities	3
ENT 3100: Entrepreneurial Mindset	3	MKT 3050: Marketing Principles and Applications	3
Total Credits	18	Total Credits	18

Summer - Year1	
Course	Credits
MKT 3900: Internship (Core & ENT Minor)	3
ENT 3130: Huizenga Business Innovation Academy Studio I	3
Total Credits	6

Year 2			
Fall		Winter	
Course	Credits	Course	Credits
ACT 2020: Foundations of Accounting 1**	3	ACT 2030: Foundations of Accounting II	3
ECN 2025: Principles of Macroeconomics	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	MGT 4170: Organizational Behavior	3
ENT 3140: Entrepreneurial Opportunities & Analysis	3	FIN 3010: Corporation Finance	3
Total Credits	18	Total Credits	18

Summer - Year 2	
Course	Credits
ENT 3150: Huizenga Business Innovation Academy Studio II	6
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	ENT 3200: Global Trading & Negotiations for Entrep	3
ENT 3160: Running your Business	2	MGT 4880: Business Strategy and Policy	3
Marketing Elective	3	MKT 4700: Marketing Research	3
ENT 4400: Franchise Management	3	Marketing Elective	3
		ENT 3170: Maturing Businesses	1
Total Credits	17	Total Credits	19

120

Summer - Year 3 - MBA Start	
Course	Credits
MGT 5105 Org Behavior in a Dynamic & Complex World	3
MKT 5125 Marketing Decision Making for Managers	3
Total Credits	6

Year 4 - MBA Year			
Fall		Winter	
Course	Credits	Course	Credits
FIN 5130: Financial Management	3	MBA Concentration Course	3
ACT 5140: Accounting for Decision Makers	3	QNT 5160: Data Driven Decision Making	3
ISM 5150: Information Systems Strategy & Data Management	3	MGT 5170: Applying Strategy for Managers	3
MBA Concentration Course	3	MBA Concentration Course	3
Total Credits	12	Total Credits	12

TOTAL CREDITS: 120 BSBA + 30 MBA

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