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

UNIV 1000: First Year Seminar COMP 1500: College Writing 3 MATH 2020: Applied Statistics 3 MATH 1040: Integrated Management 3 MATH 2020: Applied Statistics 3 MATH 2020: Marketing Principles and Humanities 3 MATH 2020: Applied Statistics 3 MATH 2020: Applied Statistics 4 Total Credits Total Credits Total Credit		Year 1		
UNIV 1000: First Year Seminar COMP 1500: College Writing 3 MATH 2020: Applied Statistics 3 MATH 1020: Applied Statistics 3 MATH 1020: Applied Statistics 3 MATH 2020: Applied Statistics 3 MATH 1020: Applied Statistics 3 MATH 1020: Applied Statistics 3 MATH 1020: Applied Statistics 3 MGT 2050: Principles of Management 3 MGT 2150: Business Law I 3 General Education: Arts and Humanities 4 General Education: Arts and Applications 5 General Education: Arts and Applications 5 General Education: Arts and Arts and Applications 6 General Education: Arts and Arts and App	Fall		Winter	
COMP 1500: College Writing 3	Course	Credits	Course	Credits
MATH 1040: Algebra for College Students 3 General Education: Science 3 3 MGT 2150: Business Law I 3 3 General Education: Arts and Humanities 3 3 General Education: Arts and Humanities 3 3 General Education: Arts and Humanities 3 3 MKT 3050: Marketing Principles and Applications 3 18 Total Credits Total Cr	UNIV 1000: First Year Seminar	3	COMP 2000: Advanced College Writing	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 General Education: Arts and Humanities 3 MKT 3050: Marketing Principles and Applications 18 Total Credits 19 Total	COMP 1500: College Writing	3	MATH 2020: Applied Statistics	3
General Education: Arts and Humanities 3 General Education: Arts and Humanities 3 MKT 300: Entrepreneurial Mindset 18 Total Credits 19 Total C	MATH 1040: Algebra for College Students	3	General Education: Science	3
Summer Series Summer Series Summer Series S	MGT 2050: Principles of Management	3	MGT 2150: Business Law I	3
Total Credits 18 Total Credits 18 Summer - Year 1 Course MKT 3900: Internship (Core & ENT Minor) ENT 3130: Huizenga Business Innovation Academy Studio I Total Credits 6 Fall Winter Course ACT 2020: Foundations of Accounting 1** 3 ACT 2030: Foundations of Accounting II 3 3 ECN 2025: Principles of Macroeconomics 3 ECN 2020: Principles of Microeconomics 3 INB 350: International Business 3 AGT 2030: Gourse 6 MKT 3060: Consumer Behavior (MKT Major & ENT Minor) 3 INB 350: International Business 3 AGT 2030: Foundations of Accounting II 3 3 AGT 2100: Consumer Behavior (MKT Major & ENT Minor) 3 AGT 2170: Organizational Business 3 AGT 2170: Organizational Behavior 3 AGT 2170: Organizational Behavio	General Education: Arts and Humanities	3	General Education: Arts and Humanities	3
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Course MKT 3900: Internship (Core & ENT Minor) ENT 3130: Huizenga Business Innovation Academy Studio I Total Credits Fall Course ACT 2020: Foundations of Accounting 1** ECN 2025: Principles of Macroeconomics AKT 3060: Consumer Behavior (MKT Major & ENT Minor) General Education: Science MART 400: Interpreneurial Opportunities & Analysis Total Credits Total Credits Course Credits ACT 2030: Foundations of Accounting II 3	Total Credits	18	Total Credits	18
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QNT 2880: Intro to Business Analytics and Decision Making 3 OPS 3880: Operations Management 3		Credits	Course	Credits
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ISM 3660: Management Information Systems 3 ENT 3200: Global Trading & Negotiations for Entrep 3	QNT 2880: Intro to Business Analytics and Decision Making	3	1 0	3
	ISM 3660: Management Information Systems	3	ENT 3200: Global Trading & Negotiations for Entrep	3

MGT 4880: Business Strategy and Policy 3 MKT 4700: Marketing Research Marketing Elective 3

ENT 3170: Maturing Businesses

Total Credits

Summer - Year 3 - MBA Start

Course Credits MGT 5105 Org Behavior in a Dynamic & Complex World 3 3 MKT 5125 Marketing Decision Making for Managers **Total Credits** 6

ENT 3160: Running your Business Marketing Elective
ENT 4400: Franchise Management

Total Credits

Year 4 - MBA Year					
Fall		Winter			
Course	<u>Credits</u>	<u>Course</u>	Credits		
FIN 5130: Financial Management	3	MBA Concentration Course	3		
ACT 5140: Accoutning 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					

2

3

3

17

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

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

Codes for Plan:

MARKETING

1

19

120