

H. Wayne Huizenga College of Business and Entrepreneurship
 SAMPLE FOUR YEAR CURRICULUM | 2019-2020 CATALOG

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

Codes for Plan:

BSBA Core Classes
MKT Major Courses
ENT Minor Courses
HBA Minor Courses
MBA Core Courses
Gen Ed Courses

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	MKT 3050: Marketing Principles and Applications (F1)	3
General Education: Science	3	General Education: Arts and Humanities	3
Total Credits	18	Total Credits	18

Summer - Year 1	
Course	Credits
ENT 2100: Huizenga Academy Studio - Part I	3
ENT 3900: Internship	3
Total Credits	6

Year 2			
Fall		Winter	
Course	Credits	Course	Credits
ECN 2020: Principles of Microeconomics	3	ACT 2030: Foundations of Accounting II	3
MKT 3060: Consumer Behavior (MKT Major & ENT Mino	3	ECN 2025: Principles of Macroeconomics	3
ACT 2020: Foundations of Accounting 1**	3	INB 3550: International Business	3
QNT 2880: Intro to Business Analytics and Decision M	3	MGT 4170: Organizational Behavior	3
OPS 3880: Operations Management	3	Marketing Elective	3
ENT 2000: Entrepreneurial Opportunities & Analysis (3	ENT 3100: Small Business Management (F2)	3
Total Credits	18	Total Credits	18

Summer - Year 2	
Course	Credits
ENT 2110: Huizenga Academy Studio Part 2	6
Total Credits	6

Year 3			
Fall		Winter	
Course	Credits	Course	Credits
MKT 4100: Integrated Marketing Communication	3	Marketing Elective	3
ISM 3660: Management Information Systems	3	Marketing Elective	3
FIN 3010: Corporation Finance	3	ENT 3200: Global Trading & Negotiations for Entrep	3
Marketing Elective	3	MGT 4880: Business Strategy and Policy	3
ENT 4400: Franchise Management	3	MKT 4700: Marketing Research	3
ENT 3000: Running your Business (F1)	2	MKT 4710: Marketing Strategy	3
		ENT 3010: Maturing Business (W2)	1
Total Credits	17	Total Credits	19

120 Credits

Summer - Year 3 - MBA Start	
Course	Credits
MGT 5001 -Developing Academic and Career Success	1
MGT 5105 Managing Org Behavior	3
MKT 5125 Marketing Decision Making for Managers	3
Total Credits	7

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 Manag	3	MGT 5170: Applying Strategy for Managers	3
MBA Concentration Course	3	MBA Concentration Course	3
MBA Concentration Course	3	MBA Concentration Course	3
Total Credits	15	Total Credits	15

TOTAL CREDITS: 120 BSBA + 37 MBA

37 Credits

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

Last modified 3/12/2019