

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:

Gen Ed Courses
BSBA Core Classes
MKT Major Courses
ENT Minor Courses
VC Minor Courses
MBA Core 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	3	MGT 2150: Business Law I	3	
MKT 3050: Marketing Principles and Applications	3	General Education: Arts and Humanities	3	
General Education: Science	3	General Education: Arts and Humanities	3	
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>	

Summer - Year1	
Course	Credits
ENT 2100: Huizenga Academy Studio - Part I	3
ENT 3900: Internship	3
<b>Total Credits</b>	<b>6</b>

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 Minor)	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 3140: Entrepreneurial Opport. & Analysis (F1)	3	ENT 3100: Entrepreneurial Mindset (W2)	3	
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>	

Summer - Year 2	
Course	Credits
ENT 3150: Huizenga Academy Studio - Part II	6
<b>Total Credits</b>	<b>6</b>

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 3160: Running your Business (F1)	2	MKT 4710: Marketing Strategy	3	
		ENT 3170: Maturing Business (W2)	1	
<b>Total Credits</b>	<b>17</b>	<b>Total Credits</b>	<b>19</b>	<b>120 Credits</b>

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
<b>Total Credits</b>	<b>7</b>

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	
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>	

**TOTAL CREDITS: 120 BSBA + 37 MBA**

**37 Credits**

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

Last modified 6/23/2020