

H. Wayne Huizenga College of Business and Entrepreneurship
SAMPLE 3+1 CURRICULUM | 2024-2025 ACADEMIC YEAR
3 + 1 Bachelor of Science in Business Administration in Marketing plus MBA (1 year)

Year 1				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
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	MGT 2150: Business Law I	3	
MGT 2050: Principles of Management	3	General Education: Arts and Humanities	3	
General Education: Arts and Humanities	3	General Education: Science	3	
General Education: Science	3	MKT 3050: Marketing Principles and Applications	3	
		BUS 2000 Professional Success 1	1	
Total Credits	18	Total Credits	19	
Year 2				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
ACT 2021: Foundations of Managerial Accounting	3	ACT 2031: Foundations of Financial Accounting	3	
ECN 2020: Principles of Microeconomics	3	ECN 2025: Principles of Macroeconomics	3	
Program Elective	3	ISM 3660: Management Information Systems	3	
Program Elective	3	MKT 3060: Consumer Behavior	3	
MKT Elective Course	3	MKT Elective Course	3	
Program Elective	3	OPS 3880: Operations Management	3	
		BUS 3000 Professional Success 2	1	
Total Credits	18	Total Credits	19	
Summer - Year 2				
Summer				
<u>Course</u>	<u>Credits</u>			
MKT 3900: Internship, or MKT 4966 Study Abroad, or HCBE Program Elective	3			
INB 3550: International Business	3			
FIN 3010: Corporation Finance	3			
Total Credits	9			
Year 3				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
Open Elective	3	QNT 2880: Introduction to Data Analytics & Decision Making	3	
MKT 4100: Integrated Marketing Communication	3	MKT 4700: Marketing Research	3	
Program Elective	3	MKT Elective Course	3	
MGT 4170: Organizational Behavior	3	MGT 4880: Business Strategy and Policy	3	
Open Elective	3	Open Elective	3	
MKT Elective Course	3	MKT Elective Course	3	
		BUS 3700 Professional Success 3	1	
Total Credits	18	Total Credits	19	
Summer - Year 3 - MBA Start				
Summer				
<u>Course</u>	<u>Credits</u>			
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		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
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				