

H. Wayne Huizenga College of Business and Entrepreneurship
SAMPLE FOUR YEAR (HBA 3+1) CURRICULUM | 2026-2027 ACADEMIC YEAR
Huizenga Business Innovation Academy - Bachelor of Science in Business Administration in Marketing + MBA

Year 1				
Fall			Winter	
Course	Credits			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	
MKT 2060: Marketing Principles and Applications	3	MGT 2050: Principles of Management and Entrepreneurship in a Global Environment	3	
General Education: Arts and Humanities	3	SPCH 3120: Speech Communication for the Professions	3	
General Education: Science	3	ACT 2031: Foundations of Financial Accounting	3	
Total Credits	18	Total Credits	18	
Summer - Year1				
Summer				
Course	Credits			
ECN 2025: Principles of Macroeconomics	3			
ENT 3130: Huizenga Business Innovation Academy Studio I (Personalized Skill)	3			
Total Credits	6			
Year 2				
Fall			Winter	
Course	Credits	Course	Credits	
ACT 2021: Foundations of Managerial Accounting	3	PMP 3670 Project Management	3	
MKT 3060: Consumer Behavior	3	ECN 2020: Principles of Microeconomics	3	
QNT 2880: Quantitative Methods for Business Analysis	3	TECH 3200: Artificial Intelligence in Action	3	
ISM 3700 Innovation through Current and Emerging Tech.	3	MGT 3300 Values-Based Decision Making	3	
MKT Major Elective Course	3	MKT Major Elective Course	3	
ENT 3140: Entrepreneurial Opportunities & Analysis (Personalized Skill)	3	BUS 3150: Business Law	3	
Total Credits	18	Total Credits	18	
Summer - Year 2				
Summer				
Course	Credits			
ENT 3151: Huizenga Business Innovation Academy Studio II	3			
FIN 3010 Corporation Finance	3			
Total Credits	6			
Year 3				
Fall			Winter	
Course	Credits	Course	Credits	
MKT 4100: Integrated Marketing Communication	3	MKT Major Elective Course	3	
ISM 3660: Management Information Systems	3	Program Elective	3	
MKT Major Elective Course	3	MGT 4880: Business Strategy and Policy	3	
ENT 3161: Running your Business	3	MKT 4700: Marketing Research	3	
MKT Major Elective Course	3	ENT 3171: Maturing Businesses	3	
MGT 4170: Organizational Behavior	3	MKT 3210 Professional Selling	3	
Total Credits	18	Total Credits	18	
Summer - Year 3 - MBA Start				
Summer				
Course	Credits			
MGT 5105 Managing Org Behavior	3			
MBA Elective	3			
FIN 5130: Financial Management	3			
ISM 5150: Information Systems Strategy & Data Management	3			
Total Credits	12			
Year 4 - MBA Year				
Fall			Winter	
Course	Credits	Course	Credits	
MKT 5125 Marketing Decision Making for Managers	3	MGT 5170: Applying Strategy for Managers	3	
ACT 5140: Accounting for Decision Makers	3	MBA Elective	3	
QNT 5160: Data Driven Decision Making	3			
MBA Elective	3			
Total Credits	12	Total Credits	6	
TOTAL CREDITS: 120 BSBA + 30 MBA				

updated 5/27/2026

Graduate course requirements and curriculum plans are subject to change and will follow the graduate catalog in effect at the time the student enters the graduate program.