

H. Wayne Huizenga College of Business and Entrepreneurship
SAMPLE FOUR YEAR (HBIA 3+1) CURRICULUM | 2025-2026 ACADEMIC YEAR
Huizenga Business Innovation Academy - Bachelor of Science in Business Administration in Marketing + MBA

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		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				
<u>Course</u>	<u>Credits</u>			
ECN 2025: Principles of Macroeconomics	3			
ENT 3130: Huizenga Business Innovation Academy Studio I	3			
Total Credits	6			
Year 2				
Fall			Winter	
<u>Course</u>	<u>Credits</u>		<u>Course</u>	<u>Credits</u>
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		Program Elective or Personalized Skill	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	3		BUS 3150: Business Law	3
Total Credits	18	Total Credits		18
Summer - Year 2				
Summer				
<u>Course</u>	<u>Credits</u>			
ENT 3151: Huizenga Business Innovation Academy Studio II	3			
FIN 3010 Corporation Finance	3			
Total Credits	6			
Year 3				
Fall			Winter	
<u>Course</u>	<u>Credits</u>		<u>Course</u>	<u>Credits</u>
MKT 4100: Integrated Marketing Communication	3		MKT Major Elective Course	3
ISM 3660: Management Information Systems	3		Program Elective or Personalized Skill	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				
<u>Course</u>	<u>Credits</u>			
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	
<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 Elective	3
QNT 5160: Data Driven Decision Making	3			
MBA Elective	3			
Total Credits	12	Total Credits		6
TOTAL CREDITS: 120 BSBA + 30 MBA				