H. Wayne Huizenga College of Business and Entrepreneurship
SAMPLE 3+1 CURRICULUM | 2023-2024 ACADEMIC YEAR
3 + 1 Bachelor of Science in Business Administration in Marketing plus MBA (1 year)

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	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**	
Course	Credits	Course	Credits
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			
Course	Credits		
MKT 3900: Internship, or MKT 4966 Study Abroad, or HCBE Program	3		
INB 3550: International Business	3		
FIN 3010: Corporation Finance	3		
Total Credits	**9**		

Year 3				
Fall		**Winter**		
Course	Credits	Course	Credits	
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**	**120**

Summer - Year 3 - MBA Start			
Course	Credits		
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**	
Course	Credits	Course	Credits
MKT 5125 Marketing Decision Making for Managers	3	MGT 5170: Applying Strategy for Managers	3
ACT 5140: Accoutning 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

Updated 1/27/23