



BACHELOR OF BUSINESS ADMINISTRATION DEGREE (BBA/MBA)

Student Name:

Student ID#:

Date:

Notes:

Starting Year:	2023 Starting Freshman	Take In	Completed	Remaining
Major(s):	Merchandising & Marketing	Take In	Completed	Remaining
Minor		Take In	Completed	Remaining

ENG 0900: Developmental Composition 3 cr. _____ MTH 0980: Developmental Mathematics 3 cr. _____

Credits earned for these classes DO NOT apply toward degree requirements

FALL - FIRST YEAR

ENG 1150	Composition I			3	MGT 3400	Sustainable Enterprise Strategies (MGT 2300, ECN 2210, ECN 2220)			3
FDN 1110	Student Success Seminar			1	3000/4000	CHOICE (SEE *SIE BELOW)			3
MMK 1010	Introduction to Merchandising & Marketing			3	3000/4000	CHOICE (SEE *SIE BELOW)			3
MGT 2300	Principles of Management			3	MMK 4030	Merchandise Buying (MM 1010)			3
MIS 1500	Business Productivity Software			3	MGT 4250	Organizational Behavior (MGT 2300) (SEE *SIE BELOW)			3
MKT 2080	Principles of Marketing			3	FIN 3010	Financial Management (ACC 2415)			3
PHL 1100	Philosophy of American Life & Business			3	SPRING				

SPRING					MKT 3133	Retail Management (MGT 2300, MKT 2080, ACC 2415)			3
ECN 2210	Principles of Microeconomics			3	ECN 4010	Economics of Public Policy (ECN 2210 and 60 crs.)			3
ENG 1200	Composition II (ENG 1150)			3	MMK 4120	Merchandising & Marketing Capstone (ACC 2415, MM 4030)			3
MKT 2150	Professional Selling (MKT 2080)			3	3000/4000	CHOICE (SEE *SIE BELOW)			3
MTH 1100	Finite Math or				MGT 4800	Strategic Planning (MGT 2300, FIN 3010 OR 3210)			3
MTH 1150	College Algebra or				PHL 3100	Ethics			3
MTH 3100	Calculus			3	SUMMER or COMPRESSED COURSES				
CHOICE				3	3000/4000	CHOICE (SEE *SIE BELOW)			3
PSC 2010	Introduction to American Government			3	3000/4000	PSY/SOC/HUM (SEE *SIE BELOW)			3
FDN 1300	Student Leadership Seminar			1	MMK 3990	Internship (required) (Dept. Chair Approval)			3

FALL - SECOND YEAR

ACC 2410	Fundamentals of Financial Accounting			3	Notes: A maximum of 19 credits are to be taken in a semester. Any courses taken in a compressed or summer session are at student's expense. * In the DeVos MBA program, students develop business acumen, critical thinking, and personal effectiveness. To fully prepare for the study of business acumen concepts at the graduate level, Northwood recommends that students in the four-year BBA/MBA program take the following elective courses: MTH 3100 Calculus I, MTH 3340 Statistics II, MKT 3050 Consumer Behavior, MKT 4230 Marketing Research, ECN 3000 International Trade and FIN 4010 International Finance. In the DeVos MBA program, students develop personal effectiveness during class meetings as well as through work in groups. To accelerate the learning in this area, Northwood recommends that students in the four-year BBA/MBA program take SOC 3500 Cultural Anthropology.				
CHOICE				3					
ECN 2220	Principles of Macroeconomics			3					
FDN 2250	Blueprint for Success			1					
MMK 2010	Visual Merchandising (MM 1010)			3					
HIS 2100	Foundations of the Modern World I			3					
SPC 2050	Speech			3					
SPRING									
ACC 2415	Fundamentals of Managerial Accounting (ACC 2410)			3					
CHOICE				3					
MKC 2400	Creative Concepts & Strategy (MM 1010)			3					
LAW 3000	Business Law I			3					
MTH 2310	Statistics I (MIS 1500, MTH 1100 or MTH 1150)			3					
NSC 2100	Environmental Science			3					

LOWER LEVEL HOURS COMPLETED 0

UPPER LEVEL HOURS COMPLETED 0

LOWER LEVEL HOURS REMAINING 75

UPPER LEVEL HOURS REMAINING 45

TOTAL HOURS COMPLETED 0

TOTAL HOURS REMAINING 120

Taking courses off-sequence will delay timely degree completion. Students required to take developmental courses (ENG 0900 & MTH 0980) will automatically be off sequence. These courses are required, but do not count towards degree completion. It is the student's responsibility to consult with an Academic Advisor to ensure timely degree completion.

*A credit-bearing internship is required prior to starting the MBA program. All internships must be approved by the Chair of your specific program.

A minor consists of 18 credits (6 courses) in a defined discipline. Three of these courses (9 credits) must be at the 3000/4000 level and 6 credits must be taken at Northwood University. Some minors require specific coursework. Contact your Academic Advisor for programs that require specific coursework.

*SIE (Semester in Europe) Course Substitutions: Courses that are taken by students who participate in the Semester in Europe program. Students interested in this program should not take these courses prior to SIE. They will take these courses during Semester in Europe. See an Academic Advisor if you have questions.

Northwood University is devoted to continuous improvement of all programs and reserves the right to revise all curriculum guides or academic programs. These enhancements could cause changes in your program of study. This curriculum guide reflects what is correct at the time of publication.