



## BACHELOR OF BUSINESS ADMINISTRATION DEGREE (BBA/MBA)

Student Name:

Student ID#:

Date:

Notes:

Starting Year:	2023 Starting Freshman	Take In	Completed	Remaining
Major(s):	Marketing Communications			
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					FALL - THIRD YEAR				
ENG 1150	Composition I			3	3000/4000	CHOICE (SEE *SIE BELOW)			3
MGT 2300	Principles of Management			3	MKC 3200	Digital, Social & Mobile Marketing (MKC 2300)			3
MIS 1500	Business Productivity Software			3	MKC 4500	Current Issues in Global Mktg. & Consumer Behavior (MKC 3200 concurrent)			3
MKT 2080	Principles of Marketing			3	MTH 3340	Statistics II (MTH 2310)			3
PHL 1100	Philosophy of American Life & Business			3	MKT 3050	Consumer Behavior (MKT 2080)			3
MTH 1100	Finite Math OR				FIN 3010	Financial Management (ACC 2415)			3
MTH 1150	College Algebra OR				<b>SPRING</b>				
MTH 3100	Calculus			3	3000/4000	CHOICE (SEE *SIE BELOW)			3
FDN 1110	Student Success Seminar			1	ECN 4010	Economics of Public Policy (ECN 2210, 60 credits)			3
<b>SPRING</b>					MGT 4250	Organizational Behavior (MGT 2300) (SEE *SIE BELOW)			3
ECN 2210	Principles of Microeconomics			3	MGT 4800	Strategic Planning (90 crs, MGT 2300, FIN 3010/3210)			3
ENG 1200	Composition II (ENG 1150)			3	MKC 4100	Integrated Mktg. Communications Campaigns (MKC 2300)			3
MKC 2100	Introduction to Marketing Communications (MKT 2080)			3	MKT 4230	Marketing Research (MTH 3340, MKT 2080)			3
MKC 2110	Media Economics and Technology			3	<b>SUMMER or COMPRESSED COURSES</b>				
MTH 2310	Statistics I (MIS 1500, MTH 1100/1150)			3	3000/4000	CHOICE (SEE *SIE BELOW)			3
NSC 2100	Environmental Science			3	3000/4000	PSY/SOC/HUM (SEE *SIE BELOW)			3
FDN 1300	Student Leadership Seminar			1	MKT 3990	Internship (See * in notes section)			3
<b>FALL - SECOND</b>					<b>UPPER LEVEL HOURS COMPLETED</b> 0				
ACC 2410	Fundamentals of Financial Accounting			3	<b>UPPER LEVEL HOURS REMAINING</b> 45				
ECN 2220	Principles of Macroeconomics			3	<b>TOTAL HOURS REMAINING</b> 120				
HIS 2100	Foundations of the Modern World I			3	<p><b>Notes:</b></p> <p>A maximum of 19 credits are to be taken in a semester.</p> <p>Any courses taken in a compressed or summer session are at student's expense.</p> <p>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: <b>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.</b></p> <p>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 <b>SOC 3500 Cultural Anthropology.</b></p>				
MKC 2300	Digital Media Planning (MKC 2100, MKC 2110)			3					
CHOICE				3					
PSC 2010	Introduction to American Government			3					
FDN 2250	Blueprint for Success			1					
<b>SPRING</b>									
ACC 2415	Fundamentals of Managerial Accounting (ACC 2410)			3					
CHOICE				3					
LAW 3000	Business Law			3					
MKC 2400	Creative Concepts & Strategy (MKC 2100)			3					
PHL 3100	Ethics			3					
SPC 2050	Speech			3					
<b>LOWER LEVEL HOURS COMPLETED</b> 0									
<b>LOWER LEVEL HOURS REMAINING</b> 75									
<b>TOTAL HOURS COMPLETED</b> 0									

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.