

CLARION UNIVERSITY OF PENNSYLVANIA
COLLEGE OF BUSINESS ADMINISTRATION AND INFORMATION SCIENCES
BSBA REQUIREMENT SHEET – includes ACTG, FIN, HRM, MGMT, MKTG, & RE

GENERAL EDUCATION REQUIREMENTS - 48 CREDITS

I. LIBERAL EDUCATION SKILLS - 12 CREDITS

A. English Composition (3 credits)

ENG 111: Writing II

B. Mathematics Requirement (3 credits)

MATH 131¹

C. Credits to total 12 in Category I, selected from at least two of the following: Academic Support, Computer Information Science, Communication, Elementary Foreign Language, English Composition, Logic, Mathematics, Speech Communication.

CIS 217¹

DA 202¹

II. LIBERAL KNOWLEDGE - 27 CREDITS

A. Physical and Biological Sciences (9 credits) selected from at least two of the following: Biology, Chemistry, Earth Science, Mathematics, Physical Science, Physics.

MATH 232¹

B. Social and Behavioral Sciences (9 credits) selected from at least two of the following: Anthropology, Economics, Geography, History, Political Science, Psychology, Sociology, Women's Studies.

ECON 211¹

ECON 212¹

C. Arts and Humanities (9 credits) selected from at least two of the following: Art, English Language and Literature, Humanities, Intermediate Foreign Language and Cultures, Music, Philosophy, Speech and Theatre.

III. HEALTH AND PERSONAL PERFORMANCE - 3 CREDITS

A. Health and Wellness (2 credits)

B. Personal Performance (1 course and 1 credit)

IV. GEN. ED. ELECTIVES - CREDITS TO TOTAL 48 FROM GEN. ED.

Up to 1 credit from III.B. allowed.

MGMT 120¹

DA 227¹

¹ Recommended course placement.

LOWER DIVISION BUSINESS CORE:²

Business Foundation Subjects: 15 Credits

ACTG 251:	Financial Accounting
ACTG 252:	Managerial Accounting
Q ECON 221:	Economics and Business Statistics I
Q ECON 222:	Economics and Business Statistics II
V LEGL 240:	Legal Environment of Business I

(Additional Lower Division Business requirements – record semester taken below):

_____	S	CIS 217 or equivalent
_____	S	ECON 211 or equivalent*
_____	Q	ECON 212 or equivalent*
_____	Q	MATH 131 or equivalent
_____	Q	MATH 232 or equivalent
_____		MGMT 120

² CIS, MATH and ECON competencies are required as part of the Lower Division Business Core. Credits may be placed under General Education. **Grades for ECON 211 and ECON 212 (or ECON 215), MATH 131, MATH 232 (or its equivalent), and the Business Foundation Subjects will be used in calculating the student's Lower Division Business Core quality point average.** Refer to the University Catalog for COBAIS Academic Standards.

UPPER DIVISION BUSINESS CORE:³

MGMT 320:	Management Theory and Practice
MKTG 360:	Principles of Marketing
FIN 370:	Financial Management
MGMT 425:	Operations Management
W BSAD 490:	Administrative Decision Making ⁴

Additional Requirements

DA 202	Intro to Programming and Algorithms I
DA 227	DBMS for Decision Makers
DA 337	Data Warehousing and Business Intelligence

³ Students must meet COBAIS Academic Standards for admission to the upper division.

⁴ Prerequisites: MGMT 320, MKTG 360, FIN 370, and senior standing. No exceptions.

MAJOR – at least 24 Credits (Accounting CPA – 33 Credits)

All business majors require at least 24 credits. Each major has specific required courses listed in the catalog. Courses necessary to complete the 24 credit requirement must be business electives at the 300/400 level or RE 271. (Students should check the University Catalog for prerequisites and COBAIS academic standards.)

FREE ELECTIVES - 15 CREDITS (Accounting CPA and Paralegal Studies– 6 Credits)

**COLLEGE OF BUSINESS ADMINISTRATION AND INFORMATION
SCIENCES
COURSE LISTING**

All business majors require at least 24 credits. Each major has specific, required courses listed in the catalog. Courses necessary to complete the 24 credit requirement must be business electives at the 300/400 level and/or LEGL 341 or RE 271. Students should check the University Catalog for prerequisites and academic standards.

DEPARTMENT OF ACCOUNTANCY

CPA CONCENTRATION⁵ – 33 Credits:

- ACTG 350: Intermediate Accounting
- ACTG 351: Accounting for Equities
- ACTG 352: Cost Accounting
- ACTG 353: Personal Taxation
- S,W ACTG 364: Auditing I
- ACTG 451: Accounting Problems
- ACTG 453: Business Taxation
- ACTG 464: Auditing II
- ACTG 454: Comparative Accounting Systems
- LEGL 341: Legal Environment of Business I
- Accounting or other business elective

INDUSTRY CONCENTRATION⁵ – 24 Credits:

- ACTG 350: Intermediate Accounting
- ACTG 351: Accounting for Equities
- ACTG 352: Cost Accounting
- ACTG 353: Personal Taxation
- S,W ACTG 364: Auditing I
- ACTG 453: Business Taxation
- ACTG 464: Auditing II
- OR
- ACTG 454: Comparative Accounting Systems
- Accounting or other business elective

DEPARTMENT OF FINANCE

PARALEGAL STUDIES - 33 Credits

- LEGL 238: Intro to Paralegal Studies
- LEGL 340: Legal Writing
- LEGL 341: Legal Environment of Business II
- LEGL 342: Methods of Legal Research
- LEGL 346: Civil Litigation
- LEGL 348: Legal Writing
- LEGL 349: Field Experience
- W LEGL 441: International Environmental Law
- LEGL 448: Advanced Legal Writing and Research
- Plus at least two courses from the following:
- LEGL 342: Wills, Trusts, and Estates
- LEGL 344: Administrative Law
- LEGL 339: Family Law

- LEGL 347: Real Estate Law
- LEGL 428: Oil and Gas Law

FINANCE - 24 credits

CORPORATE FINANCE TRACK:

- FIN 371: Intermediate Finance
- FIN 375: Management of Financial Institutions
- S FIN 376: Investments
- W FIN 471: Financial Problems
- Plus three courses from the following:
- ECON 370: Money and Banking
- ECON 371: Public Finance
- FIN 373: Fundamentals of Insurance
- W FIN 374: Property and Casualty Insurance
- FIN 377: Medical Care Finance
- FIN 378: Personal Finance
- FIN/
- ACTG 463: Tax Planning
- FIN 473: Retirement and Estate Planning
- W FIN 474: Personal Financial Planning
- FIN 476: Portfolio Theory and Management
- FIN 478: Financial Modeling
- S FIN 480: Multinational Financial Management
- RE 373: Real Estate Finance
- W RE/
- MKTG 471: Real Estate Market and Investment Analysis
- Finance or other business elective

PERSONAL FINANCIAL PLANNING TRACK:*

- FIN 373: Fundamentals of Insurance
- FIN 375: Management of Financial Institutions
- S FIN 376: Investments
- FIN/
- ACTG 463: Tax Planning
- FIN 473: Retirement and Estate Planning
- W FIN 474: Personal Financial Planning
- Plus one course from the following:
- FIN 371: Intermediate Finance
- W FIN 374: Property and Casualty Insurance
- FIN 377: Medical Care Finance
- FIN 471: Financial Problems
- FIN 476: Portfolio Theory and Management
- FIN 478: Financial Modeling
- S FIN 480: Multinational Financial Management
- RE 373: Real Estate Finance

W RE/
MKTG 471: Real Estate Market and Investment
Analysis
Finance or other business elective

* The Personal Financial Planning Track is a registered
CFP Program.

REAL ESTATE⁵ - 24 credits

GENERAL REAL ESTATE TRACK.*

RE 373: Real Estate Finance
RE 470: Residential Real Estate Appraisal
W RE/
MKTG 471: Real Estate Market and Investment
Analysis
International business elective and a Real Estate or
other business elective
Plus at least two courses from the following:
RE/
MKTG 374: Real Estate Marketing and
Brokerage
RE 472: Income Property Appraisal
RE 475: Real Estate Management
RE 372: Real Estate Law
or
LEGL 347: Real Estate Law for the Paralegal
Plus one course from the following:
ACTG 353: Federal Taxes
ACTG 453: Problems in Fed Tax Accounting
LEGL 341: Legal Environment II
LEGL 340: Environmental Law
W LEGL 441: International Environmental Law
ECON 314: Urban and Regional Economics
ECON 370: Money and Banking
ECON 470: Business Cycles and Forecasting
FIN 375: Management of Financial
Institutions
S FIN 376: Investments
FIN/
ACTG 463: Tax Planning
FIN 473: Retirement and Estate Planning
MGMT 323: Problems in Small Business
S MGMT 324: Human Resources Management
MGMT 427: Entrepreneurial Leadership
Seminar
S MKTG 363: Advertising Management
W MKTG 461: Marketing Research
MKTG 462: Personal Selling and Sales Mgmt.

**REAL ESTATE LEGAL BUSINESS STUDIES
TRACK**.*

Associate's Degree from an ABA approved program
in Legal Business Studies or its equivalent
RE 373: Real Estate Finance
RE/
MKTG 374: Real Estate Marketing and
Brokerage
RE 470: Real Estate Appraisal
LEGL 340: Environmental Law
LEGL 448: Advanced Legal Writing &
Research
Plus one of the following two courses:
RE 372: Real Estate Law
LEGL 347: Real Estate Law for the Paralegal

International Business Elective and a Real Estate
other business elective

* RE 270: Real Estate Fundamentals and RE 271:
Real Estate Practice are required prerequisites for both
tracks

**DEPARTMENT OF MANAGEMENT AND
MARKETING**

MANAGEMENT - 24 credits

W MGMT 321: Organizational Theory &
Behavior
MGMT 322: Management of Bus. Info.
Systems
S MGMT 324: Human Resources Management
MGMT 426: Global Business Leadership
Management or other business elective

Additionally, Management majors must follow
one of two tracks: General Management or Small Business
Management

GENERAL MANAGEMENT⁵: 9 credits

(Three courses from the following)
BSAD 437: International Business Seminar
MGMT 323: Problems in Small Business
MGMT/
COM 360: Leadership Communication
MGMT 420: Operations Research
S MGMT 423: Business, Society, & Corp.
Conduct
MGMT 427: Entrepreneurial Leadership
Seminar
MGMT 428: Entrepreneurship
MGMT 430: Sports Management
MGMT 445: Management Seminar
MGMT 450: Quality Management
MGMT 482: Collective Bargaining
MGMT 483: Compensation Management
MGMT 485: Labor Relations & Public Policy
MGMT 486: Occupational Safety
Management

SMALL BUSINESS MANAGEMENT: 9 credits

MGMT 323: Problems in Small Business
MGMT 427: Entrepreneurial Leadership
Seminar
MGMT 428: Entrepreneurship

HUMAN RESOURCES MANAGEMENT - 24 credits

S MGMT 324: Human Resources Management
MGMT 426: Global Business Leadership*
MGMT 482: Collective Bargaining
MGMT 483: Compensation Management
MGMT 485: Labor Relations & Public Policy
MGMT 486: Occupational Safety Management
Human Resources Management or other business
elective

Plus one course from the following:
W BSAD 437: International Business Seminar
HIST 363: History of American Labor
W MGMT 321: Org Theory & Behavior
MGMT 322: Management of Bus. Info. Systems
PSY 350: Industrial Psychology

SOC 321: Sociology of Work
* Students may substitute BSAD 437 for MGMT 426

MKTG/
RE 471: Real Estate Market and Investment
Analysis
MKTG 491: E-Marketing
MKTG 495: Special Topics in Marketing

MARKETING - 24 credits

W MKTG 461: Marketing Research
MKTG 465: Marketing Problems
S MKTG 469: International Marketing
Marketing or other business elective
Plus four courses from the following:
MKTG 361: Marketing Management
MKTG 362: Retailing Management
S MKTG 363: Advertising Management
MKTG 366: Channels of Distribution
MKTG 369: Services Marketing
MKTG/
RE 374: Real Estate Marketing and
Brokerage
MKTG 462: Personal Selling & Sales
Management
MKTG 463: Gender Issues in Marketing
S MKTG 468: Buyer Behavior

⁵ Programs offered both online and on campus.

General Education Flags:

V - First Year Values
S - Second Year Values
Q - Quantitative Reasoning
W - Writing Intensive

No Changes Since Fall 2017

