

CLARION UNIVERSITY OF PENNSYLVANIA
COLLEGE OF BUSINESS ADMINISTRATION AND INFORMATION SCIENCES
BSBA REQUIREMENT SHEET – includes ACTG, BECO, FIN, HRM, IBUS, MGMT,
MKTG, PLS, and 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

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

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

* Honors students and other eligible students may use ECON 215 in place of ECON 211 and ECON 212.

UPPER DIVISION BUSINESS CORE: ³

ECON 309 or ECON 310	(Managerial Economics or Intermediate Microeconomics)
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

¹ Recommended course placement.

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.

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 (Paralegal and 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 and/or LEGL 341 or RE 271. (Students should check the University Catalog for prerequisites and COBAIS academic standards.)

FREE ELECTIVES - 15 CREDITS (Paralegal and Accounting CPA – 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 CONCENTRATION – 33 Credits:

	ACTG 350:	Intermediate Accounting
	ACTG 351:	Accounting for Equities
	ACTG 352:	Cost Accounting
	ACTG 353:	Personal Taxation
S,W	ACTG 354:	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 CONCENTRATION – 24 Credits:

	ACTG 350:	Intermediate Accounting
	ACTG 351:	Accounting for Equities
	ACTG 352:	Cost Accounting
	ACTG 353:	Personal Taxation
S,W	ACTG 354:	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
W	RE 373:	Real Estate Finance
	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 ESTATE - 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 MANAGEMENT: 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

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

DEPARTMENT OF ECONOMICS

BUSINESS ECONOMICS - 24 credits

- W ECON 311: Intermediate Macroeconomic Theory
- Two Economics or other business electives

Additionally, Economics majors must follow one of five tracks: Monetary Economics, Quantitative Economics, International Economics, Urban and Public Affairs, and General Economics.

MONETARY ECONOMICS: 15 credits

- ECON 361: International Economic Relations
- ECON 370: Money and Banking
- ECON 371: Public Finance
- Two additional ECON courses or one additional ECON course and
- FIN 476: Portfolio Theory & Management

QUANTITATIVE ECONOMICS: 15 credits

- ECON 309: Managerial Economics
- ECON 323: Appl. Of Bus. and Econ. Stats.
- ECON 470: Business Cycles and Forecasting
- Two additional Economics courses required

INTERNATIONAL ECONOMICS: 15 credits

- Three of the following four:
- W ECON 312: Comparative Economic Systems
- ECON 361: International Economic Relations
- ECON 363: Economic Development
- ECON 461: Tech. Transfer & Multi. Corporations
- Any two additional ECON courses or any one additional ECON course and MGMT 426.

URBAN & PUBLIC AFFAIRS: 15 credits

- ECON 314: Urban and Regional Economics
- ECON 342: Economics of Government and Business
- W ECON 351: Labor Economics
- Two additional ECON courses or one additional ECON course and
- PS 375: Public Administration

GENERAL ECONOMICS: 15 credits

Five upper-level courses in Economics to be selected in consultation with and approved by the student's advisor

INTERNATIONAL BUSINESS - 24 credits

Required (6 credits):

- ECON 361: International Economic Relations
- MGMT 426: Global Business Leadership

Select at least two of the following (6-9 credits):

- S ACTG 461: International Accounting
- S FIN 480: Multinational Financial Management
- S MKTG 469: International Marketing

Select one to two courses for a total of 18 credits in Business Administration Courses (3-6 credits):

- W LEGL 441: International Environmental Law
- W ECON 312: Comparative Economic Systems
- ECON 363: Economic Development
- ECON 461: Technology Transfer and Multinational Corporations

Select two courses from approved list of international courses outside of Business Administration (6 credits).

Additional Requirements:

- Six credits of a foreign language at the 200 level or foreign language competency at Level I.
- BSAD 437, COOP 321/421, or other qualified international experience.

General Education Flags:

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

No Changes Since Fall 2016

