

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 - 15 CREDITS

A. English Composition (3 credits)

ENG 111: Writing II

B. Mathematics Requirement (3 credits)

C. Freshman Inquiry Seminar (3 credits)¹

D. Credits to total 15 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.

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.

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.

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.

¹ Freshmen Inquiry Seminars are for freshmen only. Students who have completed 30 or more college-level credits will have this requirement waived.

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):

_____		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

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 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 460: Investments
 W FIN 479: 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 460: 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 479: 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
- RE/
- W 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 460: 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

General Education Flags:

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

No Changes Since Fall 2018

