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)
   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)

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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)

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Fall 2018 Catalog Year
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: Federal Taxes
S, W
ACTG 354: Auditing I
ACTG 451: Accounting Problems
ACTG 453: Problems in Fed Tax Accounting
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: Federal Taxes
S, W
ACTG 354: Auditing I
ACTG 453: Problems in Fed Tax Accounting
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
FIN 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
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
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
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 or 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
S MKTG 468: Gender Issues in Marketing
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 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

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 2018