

CLARION UNIVERSITY OF PENNSYLVANIA
COLLEGE OF BUSINESS ADMINISTRATION AND INFORMATION SCIENCES
BSBA REQUIREMENT SHEET
INCLUDES ACCOUNTING, FINANCE, HUMAN RESOURCES MANAGEMENT,
MANAGEMENT, MARKETING, PARALEGAL & REAL ESTATE

LOWER DIVISION BUSINESS CORE:¹

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. 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, Inquiry Seminar (INQ 100).

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, INQ 100, 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.

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

¹ 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:²

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 ³

Additional Requirements

DA 202	Intro to Programming and Algorithms I ⁴
DA 227	DBMS for Decision Makers ⁴
DA 337	Data Warehousing and Business Intelligence ⁴

² Students must meet COBAIS Academic Standards for admission to the upper division.
³ Prerequisites: MGMT 320, MKTG 360, FIN 370, and senior standing. No exceptions.
⁴ Paralegal majors are not required to take DA courses.

MAJOR – Some majors require more than 24 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 TO TOTAL 120 CREDITS (Paralegal Studies– 6 Credits)

**COLLEGE OF BUSINESS ADMINISTRATION AND INFORMATION SCIENCES
BSBA 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. Students should check the University Catalog for prerequisites and academic standards.

***DEPARTMENT OF FINANCE, LAW,
ACCOUNTING, AND REAL ESTATE
(FLARE)***

(Dr. Jason Heavilin, Department Chair)

-- FINANCE --

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
	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	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	476:	Portfolio Theory and Management
	FIN	478:	Financial Modeling
W	FIN	479:	Financial Problems
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.

-- LAW --

Paralegal (33 credits):

LEGL 238: Intro to Paralegal Studies
LEGL 341: Legal Environment of Business II
LEGL 342: Methods of Legal Research
LEGL 346: Principles and Practice of
Litigation
LEGL 348: Legal Writing
LEGL 340: Environmental Law
LEGL 349: Field Experience
W LEGL 441: International Environmental Law
LEGL 448: Advanced Legal Writing and
Research
LEGL Elective*
LEGL Elective

* To be chosen from LEGL 339, 343, 344 or 347

-- ACCOUNTING --

Internal Audit and Forensic Accounting (24 credits):

(Curriculum also results in a Minor in Data Analytics)

ACTG 350: Intermediate Accounting I
ACTG 351: Intermediate Accounting II
ACTG 352: Cost Accounting
S,W ACTG 364: Auditing I
ACTG 458: Forensic Accounting and Fraud
ACTG 464: Auditing II
ACTG 474: Internal Auditing
ACTG 491: Certified Internal Audit
Overview

Industry (24 credits):

ACTG 350: Intermediate Accounting I
ACTG 351: Intermediate Accounting II
ACTG 352: Cost Accounting
ACTG 353: Federal Taxation
ACTG 364: Auditing I
ACTG 453: Problems in Federal Tax
Accounting
ACTG 454: Comp Sys or ACTG 464 Auditing
II or ACTG 474 Internal Audit
ACTG 461: International Accounting

-- REAL ESTATE --

Real Estate (24 credits):

ECON 314: Urban & Regional Economics
LEGL 347: Real Estate Law
RE 373: Real Estate Finance
RE 470: Real Estate Valuation
RE/
W MKTG 471: Real Estate Market and
Investment Analysis

Plus at least three courses from the following:

RE/
MKTG 374: Real Estate Marketing and
Brokerage
RE 378: Real Estate Development,
Infrastructure & Sustainability
RE 472: Income Property Appraisal
RE 475: Real Estate Management
FIN 478: Financial Modeling

Plus an International business elective

**DEPARTMENT OF MANAGEMENT AND
MARKETING (Dr. Chad Smith, Department
Chair)**

-- MANAGEMENT--

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 below: 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 463: Gender and Diversity in
 Management and Marketing
 MGMT 475: Nonprofit 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
 MGMT 463: Gender and Diversity in
 Management and Marketing
 PSY 350: Industrial Psychology
 SOC 321: Sociology of Work

* Students may substitute BSAD 437 for MGMT 426

-- 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 434: Digital Retailing
 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 and Diversity in
 Marketing & Management
 S MKTG 468: Buyer Behavior
 MKTG/
 RE 471: Real Estate Market and
 Investment Analysis
 MKTG 473: Marketing for Nonprofits
 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 2021

