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  

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):  

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  

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  

Additional Requirements  
DA 202 Intro to Programming and Algorithms 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.  

FREE ELECTIVES TO TOTAL 120 CREDITS (Paralegal Studies – 6 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.)
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/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 LEG 441: International Environmental Law
LEG 448: Advanced Legal Writing and Research
LEG Elective*
LEG 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
-- MANAGEMENT --

Management (24 credits):

<table>
<thead>
<tr>
<th>Term</th>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>W</td>
<td>MGMT 321</td>
<td>Organizational Theory &amp; Behavior</td>
</tr>
<tr>
<td>S</td>
<td>MGMT 324</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td></td>
<td>MGMT 426</td>
<td>Global Business Leadership</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>BSAD 437</td>
<td>International Business Seminar</td>
</tr>
<tr>
<td>MGMT 323</td>
<td>Problems in Small Business</td>
</tr>
<tr>
<td>MGMT/COM 360</td>
<td>Leadership Communication</td>
</tr>
<tr>
<td>MGMT 420</td>
<td>Operations Research</td>
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<thead>
<tr>
<th>Course Code</th>
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</thead>
<tbody>
<tr>
<td>MGMT 423</td>
<td>Business, Society, &amp; Corp. Conduct</td>
</tr>
<tr>
<td>MGMT 427</td>
<td>Entrepreneurial Leadership Seminar</td>
</tr>
<tr>
<td>MGMT 428</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>MGMT 445</td>
<td>Management Seminar</td>
</tr>
<tr>
<td>MGMT 450</td>
<td>Quality Management</td>
</tr>
<tr>
<td>MGMT 463</td>
<td>Gender and Diversity in Management and Marketing</td>
</tr>
<tr>
<td>MGMT 475</td>
<td>Nonprofit Management</td>
</tr>
<tr>
<td>MGMT 482</td>
<td>Collective Bargaining</td>
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<tr>
<td>MGMT 483</td>
<td>Compensation Management</td>
</tr>
<tr>
<td>MGMT 485</td>
<td>Labor Relations &amp; Public Policy</td>
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<tr>
<td>MGMT 486</td>
<td>Occupational Safety Management</td>
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SMALL BUSINESS MANAGEMENT: 9 credits

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<td>MGMT 323</td>
<td>Problems in Small Business</td>
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<tr>
<td>MGMT 427</td>
<td>Entrepreneurial Leadership Seminar</td>
</tr>
<tr>
<td>MGMT 428</td>
<td>Entrepreneurship</td>
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</tbody>
</table>

Human Resources Management (24 credits):

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<tbody>
<tr>
<td>S</td>
<td>MGMT 324</td>
<td>Human Resources Management</td>
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<tr>
<td></td>
<td>MGMT 426</td>
<td>Global Business Leadership*</td>
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<td>MGMT 485</td>
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Human Resources Management or other business elective

Plus one course from the following:

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<tr>
<td>W</td>
<td>BSAD 437</td>
<td>International Business Seminar</td>
</tr>
<tr>
<td></td>
<td>HIST 363</td>
<td>History of American Labor</td>
</tr>
<tr>
<td>W</td>
<td>MGMT 321</td>
<td>Org Theory &amp; Behavior</td>
</tr>
<tr>
<td></td>
<td>MGMT 322</td>
<td>Management of Bus. Info. Systems</td>
</tr>
<tr>
<td></td>
<td>MGMT 463</td>
<td>Gender and Diversity in Management and Marketing</td>
</tr>
<tr>
<td></td>
<td>PSY 350</td>
<td>Industrial Psychology</td>
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<tr>
<td></td>
<td>SOC 321</td>
<td>Sociology of Work</td>
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* Students may substitute BSAD 437 for MGMT 426

-- MARKETING --

Marketing (24 credits):

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<tbody>
<tr>
<td>W</td>
<td>MKTG 461</td>
<td>Marketing Research</td>
</tr>
<tr>
<td></td>
<td>MKTG 465</td>
<td>Marketing Problems</td>
</tr>
<tr>
<td>S</td>
<td>MKTG 469</td>
<td>International Marketing</td>
</tr>
</tbody>
</table>

Marketing or other business elective

Plus four courses from the following:

<table>
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<tbody>
<tr>
<td>MKTG 361</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>MKTG 434</td>
<td>Digital Retailing</td>
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<tr>
<td>S</td>
<td>MKTG 363</td>
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<tr>
<td>MKTG 366</td>
<td>Channels of Distribution</td>
</tr>
<tr>
<td>MKTG 369</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>MKTG/RE 374</td>
<td>Real Estate Marketing and Brokerage</td>
</tr>
<tr>
<td>MKTG 462</td>
<td>Personal Selling &amp; Sales Management</td>
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<td>Gender and Diversity in Marketing &amp; Management</td>
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<tr>
<td>MKTG 468</td>
<td>Buyer Behavior</td>
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</table>

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