

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):

_____		<i>CIS 217 or equivalent</i>
_____	S	<i>ECON 211 or equivalent*</i>
_____	S	<i>ECON 212 or equivalent*</i>
_____	Q	<i>MATH 131 or equivalent</i>
_____	Q	<i>MATH 232 or equivalent</i>
_____		<i>MGMT 120</i>

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:	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
		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 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 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

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.

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 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

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

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 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 2019

