



**Northwood University**  
**Accelerated BBA/MBA Program**  
**AUTOMOTIVE MARKETING & MANAGEMENT CURRICULUM (MI & FL)**

**FRESHMAN YEAR**

MGT 2300 Principles of Management	3	ECN 2220 Principles of Macroeconomics	3	
AM 1320 Role and Function of the American Automobile Dealership	3	ENG 1200 Composition II	3	
ENG 1150 Composition I	3	MKT 2080 Principles of Marketing	3	
ECN 2210 Principles of Microeconomics	3	MTH 1150 College Algebra <i>OR</i>		
MIS 1050 Basic Computer Applications	3	MTH 1100 Finite Math	3	
ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Acc.	3	
FDN 1100 First Year Seminar 1	1	AM 2640 Dealership Variable Operations	3	
		FDN 1200 First Year Seminar II	1	
	19		19	38

**SOPHOMORE YEAR**

MTH 2310 Statistics I	3	SPC 2050 Speech	3	
HIS 2100 Foundations of the Modern World I	3	HIS 2150 Foundations of the Modern World II	3	
AM 2650 Dealership Fixed Operations	3	NSC 2100 Environmental Science	3	
PSC 2010 Introduction to American Government	3	3000/4000 AM Elective	3	
LAW 3000 Business Law	3	3000/4000 Psychology <i>OR</i>		
FIN 3010 Financial Management	3	Sociology Elective	3	
		AM 3630 Dealership Accounting	3	
		FDN 3100 Career Development	1	
	18		19	37

**COMPRESSED COURSES**

3000/4000 Humanities Elective	3	PHL 3100 Ethics	3	
	3		3	6

**SUMMER COURSES**

AM 3990 Internship	3			
	3			3

**JUNIOR YEAR**

AM 3650 Dealership Legal Issues//Finance & Insurance	3	3000/4000 Elective	3	
3000/4000 NSC <i>OR</i>		MGT 4800 Strategic Planning	3	
MTH Elective	3	3000/4000 Global Understanding Elective	3	
3000/4000 Business Elective	3	AM 4670 Dealership General Management		
AM 4650 Dealership Financial Statement	3	AM 4660 Dealership Mgt. for International Students	3	
PHL 4100 Philosophy of American Enterprise	3	3000/4000 AM Elective	3	
3000/4000 AM Elective	3	3000/4000 Civic Literacy Elective	3	
	18		18	36

**SUMMER or COMPRESSED COURSES**

ENG 4010 Communications & Interpersonal Relations <i>OR</i>		MGT 4250 Organizational Behavior	3	
Advanced Studies in English <i>OR</i>				
Second Year Language Elective	3			
	3			3

**SEMESTER HOURS TO GRADUATE 123**