



**Northwood University**  
**Four Year BBA/MBA Program**  
**Entertainment, Sport & Promotion Management**

**FRESHMAN YEAR**

MGT 2300 Principles of Management	3	ECN 2220 Principles of Macroeconomics	3
ESM 1010 Introduction to Sport & Entertainment Management	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 <i>OR</i>	
ESM 2010 Sociology of Sport & Entertainment	3	MTH 3100 Calculus	3
FDN 1100 First Year Seminar 1	1	ESM 1030 Sport & Entertainment Communications & Public Relations	3
		ESM 2050 Sport & Entertainment Facility & Event Management	3
		FDN 1200 First Year Seminar II	1
	<b>19</b>		<b>19 38</b>

**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
ESM 3010 Sport & Entertainment Marketing	3	NSC 2100 Environmental Science	3
PSC 2010 Introduction to American Government	3	ACC 2415 Fundamentals of Managerial Accounting	3
LAW 3000 Business Law	3	3000/4000 Psychology <i>OR</i>	
ACC 2410 Fundamentals of Financial Accounting	3	3000/4000 Sociology Elective	3
		3000/4000 ESM Elective	3
		FDN 3100 Career Development	1
	<b>18</b>		<b>19 37</b>

**COMPRESSED COURSES**

3000/4000 Humanities Elective	3	PHL 3100 Ethics	3
	<b>3</b>		<b>3 6</b>

**ADDITIONAL COURSES**

ESM 2040 Practicum I	3	<b>ESM 3040 Practicum II</b>	<b>3</b>
<b>ESM 3990 Internship</b>	<b>3</b>		
	<b>6</b>		<b>3 9</b>

**JUNIOR YEAR**

ESM 4020 Sport & Entertainment Economics	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	ESM 4100 Sport & Entertainment Ethics & Leadership	3
ESM 4040 Governance & Legal Aspects of Sport & Entertainment	3	ESM 4300 Senior Seminar in Sport & Entertainment	3
PHL 4100 Philosophy of American Enterprise	3	3000/4000 Civic Literacy Elective	3
FIN 3010 Financial Management	3		
	<b>18</b>		<b>18 36</b>

**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		
	<b>3</b>		<b>3 6</b>

**SEMESTER HOURS TO GRADUATE 132**

