



Northwood University ESPM (Entertainment Mgt. Track)

FRESHMAN YEAR			
MGT 2300 Principles of Management	3	MKT 2080 Principles of Marketing	3
ENG 1150 Composition I	3	ENG 1200 Composition II	3
MTH 1100 Finite Math OR		MIS 1050 Basic Computer Applications	3
MTH 1150 College Algebra	3	ECN 2220 Principles of Macroeconomics	3
ECN 2210 Principles of Microeconomics	3	ESM 1030 Sport & Ent. Com. & P.R.	3
ESM 1010 Intro. to Sport & Ent. Management	3	FDN 1200 First Year Seminar II	1
FDN 1100 First Year Seminar I	1		
	16		32
SOPHOMORE YEAR			
ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Acc.	3
HIS 2100 Foundations of Modern World I	3	HIS 2150 Foundations of Modern World II	3
MTH 2310 Statistics I	3	SPC 2050 Speech	3
PSC 2010 Intro to American Government	3	NSC 2100 Environmental Science	3
ESM 2100 Music, Theater, Film Industry Mgt.	3	ESM 2050 Sport & Entertainment Facility & Event Management	3
	15		30
		ESM 2040 Practicum (recommended)	1
			1
JUNIOR YEAR			
FIN 3010 Financial Management	3	3000/4000 Elective	3
LAW 3000 Business Law	3	3000/4000 Business Elective	3
3000/4000 NSC or MTH Elective	3	3000/4000 PSY or SOC Elective	3
3000/4000 HUM Elective (HUM, ART, LIT)	3	PHL 3100 Ethics	3
ESM 3070 Applied Record & Film Industry Mkt.	3	ESM 3300 Sport & Ent. Spon. & Fund.	3
		FDN 3100 Career Development	1
	15		31
		ESM 3040 Practicum II (required)	1
		ESM 3990 Internship (required)	3
			3
SENIOR YEAR			
MGT 4250 Organizational Behavior	3	MGT 4800 Strategic Planning	3
ENG 4010 Communication & Interpersonal Relations or Adv. Studies in Eng or Lang Elective	3	3000/4000 Global Understanding Elective	3
PHL 4100 Philosophy of American Enterprise	3	3000/4000 Civic Literacy Elective	3
ESM 4070 Agents, Productions & Artist Mgt.	3	ESM 4100 Sport & Entertainment Ethics & Leadership	3
ESM 4080 Entertainment Law	3	ESM 4300 Senior Seminar in Sport & Entertainment	3
	15		30
		SEMESTER HOURS TO GRADUATE	127