



# Northwood University

## Semester Curriculum Guide

### Management Major/Entertainment, Sport & Promotion Management

#### FRESHMAN YEAR

| FALL  |          | SPRING                                  |           |
|---|----------|---|-----------|
| MGT 2300: Principles of Management                | 3        | MKT 2080: Principles of Marketing       | 3         |
| ENG 1150: Composition I                           | 3        | ENG 1200: Composition II                | 3         |
| MIS 1050: Basic Computer Applications             | 3        | MTH 1150: College Algebra               | 3         |
| ECN 2210: Principles of Microeconomics            | 3        | ECN 2220: Principles of Macroeconomics  | 3         |
| ESM 1010: Introduction to Sport and Entertainment | 3        | MIS 1200: Into to Programming Languages | 3         |
| FDN 1100: First Year Seminar I                    | <u>1</u> | FDN 1200: First Year Seminar II         | <u>1</u>  |
|   | 16       |   | 16        |
|   |          |   | <b>32</b> |

#### SOPHOMORE YEAR

| FALL   |          | SPRING   |           |
|--|----------|--|-----------|
| ACC 2410: Fundamentals of Financial Accounting | 3        | ACC 2415 Fundamentals of Managerial Accounting | 3         |
| HIS 2160: Foundations of the Modern World      | 3        | SPC 2050: Speech Communication                 | 3         |
| MTH 2310: Statistics I                         | 3        | PSC 2010: Introduction to American Government  | 3         |
| ESM 2550: Event and Production Management      | 3        | NSC 2100: Environmental Science                | 3         |
| MGT 2500: Human Resource Management            | <u>3</u> | MGT 3500: Operations Management                | <u>3</u>  |
|  | 15       |  | 15        |
|  |          |  | <b>30</b> |

#### JUNIOR YEAR

| FALL  |          | SPRING   |           |
|---|----------|--|-----------|
| FIN 3010: Financial Management                                | 3        | HIS 2175: History of the United States of America                  | 3         |
| LAW 3000: Business Law  | 3        | 3000/4000 SOC/PSY Elective   | 3         |
| ESM 3030: Sports and Entertainment Marketing & Communications | 3        | ESM 3520: Sales and Revenue Generation in Sports and Entertainment | 3         |
| 3000/4000 Humanities -Fine Arts Elective                      | 3        | PHL 3100: Ethics   | 3         |
| MGT 4300: Management of Information Technologies              | <u>3</u> | MGT 3700: Practice of Management and Leadership                    | 3         |
|   | 15       | FDN 3100: Career Development                                       | <u>1</u>  |
|   |          |  | 16        |
|   |          |  | <b>31</b> |

#### SENIOR YEAR

| FALL   |          | SPRING   |           |
|--|----------|--|-----------|
| MGT 4250: Organizational Behavior                | 3        | MGT 4800: Strategic Planning                                       | 3         |
| ENG 4010 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 4030: Facilities and Operations Management   | 3        | ESM 4040: Governance and Legal Aspects of Sports and Entertainment | 3         |
| 3000/4000 Natural Science Elective               | <u>3</u> | MGT 4030: International Management                                 | <u>3</u>  |
|  | 15       |  | 15        |
|  |          |  | <b>30</b> |

**SEMESTER HOURS TO GRADUATE 123**

**Internship Recommended**