# 2021-2022 Service Management Model Degree Program

The following four-year plan lists all the specific course requirements for the Bachelor of Science in Business degree with an emphasis in Service Management. The order in which these courses are taken may vary with course availability. However, normal degree progress in the College of Business requires that students complete the degree in a freshman, sophomore, junior, senior sequence.

**Students are responsible for completing all course prerequisites; prerequisites are strictly enforced.** All skills, junior core, senior capstone and emphasis courses must be completed with a C- or better. *All classes are presumed to be 3 credits unless noted.*

## Freshman Year

### Fall Semester
- GPS 1010 Gateway Program Seminar
- ECON 1010 Introduction to Microeconomics
- Core Writing Course (ENGL 1310 or 1308 or 1305)
- MATH 1040 College Algebra (4 credits)
- Open Elective
- BUAD 3100 ROAR Program I (1 credit)
  *can take in fall or spring semester*

### Spring Semester
- ECON 2020 Introduction to Macroeconomics
- TCID 2080 Business and Administrative Writing
- INFS 1100 Production Apps for the Workplace
- MATH 1120 Calculus Apps for the Workplace
- Explore – Arts, Humanities and Cultures

## Sophomore Year

### Fall Semester
- ACCT 2010 Financial Accounting
- BLAW 2000 Business Law
- COMM 2010 Comm in Workplace or 2100 Public Speaking
- QUAN 2010 Business Statistics
- Explore – Physical & Natural World (4 credits)
- BUAD 3200 ROAR Program II (1 credit)
  *can take in fall or spring semester*

### Spring Semester
- ACCT 2020 Managerial Accounting
- MKTG 3000 Principles of Marketing
- QUAN 2020 Quantitative Analysis for Business
- Open Elective
- Writing Intensive or Open Elective

## Junior Year

### Fall Semester
- FNCE 3050 Basic Finance
- INF 3000 Information Systems & Business Intelligence
- MGMT 3300 Intro to Management & Organization
- Upper Division Writing Intensive or Open Elective
- Open Elective
- ROAR Program Experiential Learning (zero credit)
  *may be taken for credit towards your degree*

### Spring Semester
- OPTM 3000 Fundamentals of Operations Mgmt
- HRMG 4380 Human Resource Management for Managers
- Upper Division Business Course
- Open Elective
- Writing Portfolio (PORT 3000 required, zero credit)

## Senior Year

### Fall Semester
- BGSO 4000 Business, Government, & Society
- MKTG 4400 Service Management & Marketing
- Service Management Elective
- Upper Division Business Course
- Open Elective (1 credit)
- BUAD 3300 ROAR Program III (1 credit)
  *must take prior to final semester*

### Spring Semester
- STRT 4500 Strategic Management
- MGMT 4110 Experiences in Leadership
- OPTM 4100 Managing Service Operations
- Upper Division Business Course

## Service Management Elective:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>HRMG 4410</td>
<td>– Rewards - Motivate/Retain Empl</td>
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<tr>
<td>HRMG 4430</td>
<td>– Talent Acquisition</td>
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<tr>
<td>HRMG 4450</td>
<td>– Advanced Topics in HR</td>
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<tr>
<td>MKTG 3900</td>
<td>– Improving Personal &amp; Team Creativity</td>
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<tr>
<td>MKTG 4370</td>
<td>– Organization Development and Change</td>
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<tr>
<td>MKTG 4300</td>
<td>– Marketing Research</td>
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<tr>
<td>MKTG 4500</td>
<td>– Retail Strategy</td>
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<tr>
<td>MKTG 4510</td>
<td>– Sports Marketing</td>
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<tr>
<td>INT 3900</td>
<td>– Internship</td>
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