

## **SORRELL COLLEGE OF BUSINESS**

### ***TROY UNIVERSITY SCOB VISION STATEMENT***

*Leading with heart, humility, and hard work, educate GEEKS*

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**BACHELOR OF SCIENCE IN BUSINESS  
ADMINISTRATION (B.S.B.A.)  
DEGREE REQUIREMENTS**

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*This section outlines the degree requirements for all B.S.B.A.*

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**DATA ANALYTICS CONCENTRATION (18 HOURS)**

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**Required Classes (12 hours)**

IS 3346	(3)	Database MGT Systems I
IS 3350	(3)	Business Programming
DA 4410	(3)	Business Data Mining I
DA 4415	(3)	Big Data Analytics and Visualization

**Electives (6 hours)**

MKT 4464	(3)	Marketing Research
DA 4440	(3)	Business Data Mining II
MGT 4460	(3)	Introduction to Project Management
MKT 4465	(3)	Supply Chain Management
FIN 4432	(3)	Investments

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**ENTREPRENEURSHIP CONCENTRATION (18 HOURS)**

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**Required Courses (12 hours)**

ENT 3325	(3)	Entrepreneurial Mindset
LAW 3323	(3)	Entrepreneurial Law
MGT 4475	(3)	Entrepreneurial Management
ENT 4480	(3)	Entrepreneurial Seminar

**Electives: Choose 2 (6 hours)**

ENT 3330	(3)	Micro-entrepreneurship and the Gig Economy
ENT 4490	(3)	Special Topics in Entrepreneurship
ENT 4493	(3)	Guided Independent Study
ENT 4499	(3)	Entrepreneur Internship
ACT 3395	(3)	Managerial/Cost Accounting I
IS 4460	(3)	E-Commerce Design
MGT 4460	(3)	Introduction to Project Management
MKT 3362	(3)	Promotion Management
MKT 3364	(3)	Product and Service Innovation
MKT 4464	(3)	Professional Selling
MKT 4465	(3)	Supply Chain Management
MKT 4472	(3)	Sales Force Management

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**GENERAL BUSINESS  
CONCENTRATION (18 HOURS)**

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**Required course**

BUS 4480	(3)	Business Seminar (capstone)
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**Electives**

Select five upper-level business electives(15 hours).

\*May select no more than three courses in a discipline.

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**HUMAN RESOURCE MANAGEMENT  
CONCENTRATION (18 HOURS)**

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Must take the following 4 HR/MGT courses:

HRM 4455	(3)	Employment Law
HRM 4481	(3)	Staffing
HRM 4483	(3)	Human Resource Development
HRM 4485	(3)	Performance Appraisal & Compensation

**ENVIRONMENTAL SCIENCE CONCENTRATION (18**

*All prerequisites must be met.*

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**HUMAN RESOURCE MANAGEMENT MINOR (18 HOURS)**

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MGT 3300	(3)	Principles of Management
HRM 4455	(3)	Employment Law
HRM 3375	(3)	Global Human Resource Management
HRM 4481	(3)	Staffing
HRM 4483	(3)	Human Resource Development

*Select one of the following:*

HRM 4482	(3)	Managing Health, Safety and Diversity
MGT 4471	(3)	Leadership and Change

\*Some Classes will be offered online.

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**MARKETING MINOR (18 HOURS)**

**Required Courses:**

BUS 1101	(3)	Introduction to Business
MKT 3300	(3)	Principles of Marketing
MKT 3362	(3)	Promotion Management

*Select 9 additional hours in MKT courses*

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**HOSPITALITY, TOURISM AND EVENT MANAGEMENT  
(123 HOURS)**

Hospitality, Tourism and Event Management majors must earn a grade of C or better in all major courses for credit toward graduation. If a student earns a D or F in any major course, he/she must repeat that course.

Faculty within the School of Hospitality, Sport and Tourism Management believe the practical experience gained through an internship is essential to the student's education and professional growth. Therefore, all undergraduate students seeking a Bachelor of Science in Hospitality, Tourism and Event Management are required to complete an internship.

All students earning a Bachelor of Science in Hospitality, Tourism and Event Management are required to select one 18-hour minor. This minor may be housed in the School of Hospitality, Sport and Tourism Management which includes ESPORT Management, Event Management, Hospitality Management, Sport Management, Tourism Management, or a minor outside the School.

**Area III Requirements**

MTH 1110	(3)	Finite Mathematics
<b>OR</b>		
STAT 2210	(3)	Introductory Statistics
<b>OR</b>		
MTH 1112	(3)	Pre-Calculus Algebra, or placement

**Area V Requirements**

IS 2241	(3)	Computer Concepts and Applications
TROY 1101	(1)	The University Experience

*Select one three hour adviser-approved elective course*

**Required Courses (39 Hours):**

		Tourism and Event Management
HSTM 3353	(3)	Legal Aspects in Sport Management
HSTM 3365	(3)	Research Methods in Hospitality, Sport Tourism and Event Management
HSTM 4430	(3)	Sport Marketing
HSTM 4431	(3)	Analytics in Hospitality, Sport, Tourism, and Event Management
HSTM 4440	(3)	Governance and Policy in Sport
HSTM 4443	(3)	Case Studies in Sport Management
HSTM 4450	(3)	Event Management in Hospitality, Sport and Tourism Management
HSTM 4451	(3)	Sport Finance
HSTM 4452	(3)	Communication in Hospitality, Sport, Tourism and Event Management
HSTM 4470	(3)	Revenue Generation in Hospitality, Sport, Tourism and Event Management
HSTM 4490	(6)	Internship
HSTM 4499	(3)	Senior Seminar

**Select one of the following:**

HSTM 2257	(3)	Global Hospitality, Sport Tourism and Event Management
HSTM 4435	(3)	Current Issues in Sport Management
HSTM 4485/86	(3)	Practicum

**SPORT MANAGEMENT MINOR (18 HOURS)****Required Courses:**

HSTM 2255	(3)	Introduction to Sport Management
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**Select five courses (15 hours) from the following:**

HSTM 3335	(3)	Facility Management
HSTM 3350	(3)	Leadership Principles in Hospitality, Sport Tourism and Event Management
HSTM 3353	(3)	Legal Aspects in Sport Management
HSTM 3365	(3)	Research Methods in Hospitality, Sport Tourism and Event Management
HSTM 4430	(3)	Sport Marketing
HSTM 4431	(3)	Analytics in Hospitality, Sport, Tourism, and Event Management
HSTM 4435	(3)	Current Issues in Sport Management
HSTM 4440	(3)	Governance and Policy in Sport
HSTM 4451	(3)	Sport Finance*
HSTM 4452	(3)	Communication in Hospitality, Sport, Tourism and Event Management
HSTM 4470	(3)	Revenue Generation in Hospitality, Sport, Tourism and Event Management

**\*Must pass HSTM 4451 with a "C" as a prerequisite to taking HSTM 4470.**

**Students must earn a grade of "C" or higher in all courses counting towards their Sport Management Minor.**

**HOSPITALITY MANAGEMENT MINOR (18 HOURS)**

HSTM 2230	(3)	Hospitality Management
HSTM 3374	(3)	Resort and Hotel Management
HSTM 4465	(3)	Hospitality, Tourism and Event Industries
HSTM 4466	(3)	Food and Beverage Management
HSTM 4485/86	(3)	Practicum

Select one three hour HSTM elective course

**TOURISM MANAGEMENT MINOR (18 HOURS)**

HSTM 2220	(3)	Tourism Management
HSTM 3325	(3)	Experience and Design Management
HSTM 3330	(3)	Festivals and Event Tourism
HSTM 4419	(3)	Community-Based Tourism
HSTM 4485/86	(3)	Practicum

Select one three hour HSTM elective course

**EVENT MANAGEMENT MINOR (18 HOURS)**

HSTM 2210	(3)	Event Management
HSTM 3330	(3)	Festivals and Event Tourism
HSTM 4452	(3)	Communication in Hospitality, Sport, Tourism and Event Management
HSTM 4480	(3)	Event Planning and Operation
HSTM 4485/86	(3)	Practicum

Select one three hour HSTM elective course

**ESPORTS MANAGEMENT MINOR (18 HOURS)**

HSTM 2245	(3)	Introduction to ESPORTS
HSTM 3356	(3)	Business Foundations of ESPORTS Management
HSTM 3357	(3)	Cast Studies in ESPORTS
HSTM 3358	(3)	ESPORTS Performance
HSTM 3359	(3)	Shoutcasting
HSTM 4485/86	(3)	Practicum