CONCENTRATIONS FOR BUSINESS ADMINISTRATION MAJORS
AT THE COLLEGE OF CHARLESTON

Entrepreneurship Concentration – 18 CREDIT HOURS

**Required:** ENTR 320 *Principles of Entrepreneurship* and ENTR 321 *New Venture Planning*

**Electives:** 4 courses (12 hours) from the following: ENTR 335 *Funding New Ventures*, ENTR 375 *Research in Entrepreneurship*, ENTR 405 *Small Business Management*, ENTR 406 *Not-for-Profit Entrepreneurship*, MGMT 351 *Minority Entrepreneurship*, MGMT 377 *Psychology of Entrepreneurship*, MGMT 445 *Seminar in Entrepreneurship*

Finance Concentration – 15 CREDIT HOURS

**Required:** FINC 410 *Seminar in Finance*

**Electives:** 4 courses (12 hours) of 300-400 level FINC or REAL courses, or ECON 305 *Money and Financial Institutions*. No more than 6 hours from REAL courses. No more than 3 hours from FINC 420 *Independent Study*, FINC 499 *Bachelor's Essay* or internships.

Global Logistics and Transportation Concentration – 18 CREDIT HOURS

*Students must apply for this concentration.* Please see Department for further information.

**Required:** TRAN 311 *Intermodal Transportation*, TRAN 312 *Global Logistics*, ECON 303 *Economics of Transportation and Geography*, INTB 322 *International Business*, TRAN 431 *Issues in Global Logistics*, TRAN 432 *Global Logistics Systems Management*

Hospitality & Tourism Management Concentration – 18 CREDIT HOURS

**Required:** HTMT 210 *Principles and Practices in Hospitality and Tourism*

**Electives:** 5 courses (15 hours) of 300-400 level HTMT courses OR 4 courses (12 hours) of 300-400 level HTMT courses and one course chosen from the following: REAL 310 *Principles of Real Estate*, MGMT 307 *Human Resource Management*, MGMT 308 *Managing Diversity*, MGMT 319 *The Creation of New Business Enterprise*, MKTG 320 *Marketing Research*

Leadership, Change and Social Responsibility Concentration – 15 CREDIT HOURS

*Students must apply for this concentration.* Please see http://www.cofc.edu/sobe/academicprograms/baleadershipconc.html

**Required:** MGMT 345 *Leadership and Management Development*, MGMT 350 *Business, Leadership and Society*, MGMT 401 *Organizational Behavior*


Marketing Concentration – 18 CREDIT HOURS

**Required:** MKTG 320 *Marketing Research*, MKTG 326 *International Marketing*, MKTG 329 *Consumer Behavior*, MKTG 425 *Marketing Management*

**Electives:** 2 courses (6 hours) from HTMT 353 *Hospitality Sales & Negotiations*, MKTG 332 *Business Communications*, TRAN 312 *Global Logistics* or any 300-400 level MKTG course

Real Estate Concentration – 18 CREDIT HOURS

**Required:** REAL 310 *Principles of Real Estate*, REAL 410 *Real Estate Finance*

**Electives:** 4 courses (12 hours) selected from the following: At least 1 course (3 hours) from REAL 376 *Real Estate Market Analysis*, REAL 380 *Real Estate Investment Analysis*, REAL 444 *Internship*. No more than 3 courses (9 hours) from ECON 307 *Urban Economics*, ECON 311 *Environmental Economics*, HPCP 319 *Architecture Design Studio*, MGMT 319 *Creation of New Business Enterprise*, POLS 305 *Urbanization and Urban Geography*, URST 310 *Urban Planning* or any other 300-400 level REAL course. No more than 1 course (3 hours) from REAL 420 *Independent Study*, REAL 444 *Internship*, REAL 499 *Bachelor's Essay*. No more than 2 courses (6 hours) from HPCP 319, MGMT 319, POLS 305, or URST 310.