

# MANAGEMENT (AAS)

**Catalog Effective Term:** Fall 2024

**Program Code:** APMNGD

**Credential:** Associate in Applied Science

*High Demand Occupation, High Skill Occupation, High Wage Occupation*

Some employers require or prefer employees to have an associate degree as a condition for employment or for advancement. Students can earn an Associate in Applied Science Degree in Management, with a concentration in Operations, Human Resources, Entrepreneurship and Innovation, or Sports and Entertainment, by completing the requirements listed in one of the below concentrations. See an advisor for specific course information and to select an appropriate pathway of interest.

## Articulation

- Eastern Michigan University, BS or BBA degree
- Siena Heights University, BBA degree

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php>.

Complete one of the following concentrations:

- Entrepreneurship and Innovation
- Human Resources (available online)
- Operations (available online)
- Sports and Entertainment

## Full-Time Students

### Entrepreneurship and Innovation Concentration (ENTR)

**Minimum Credits Required for the Concentration or Option: 60**

Course	Title	Credits
<b>First Semester</b>		
BMG 140	Introduction to Business	3
BMG 207	Business Communication	3
BMG 230	Principles of Management	3
Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )		3
Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> )		3
<b>Credits</b>		<b>15</b>
<b>Second Semester</b>		
BMG 101	Entrepreneurship I: Finding Your Opportunity	3
BMG 109	Entrepreneurship II: Starting Your Business	3
BMG 202	Social Media Storytelling	3
BMG 209	Entrepreneurship III - Running and Growing Your Business	3
Writing Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>15</b>
<b>Third Semester</b>		
ACC 131	QuickBooks Software	3

BMG 111	Business Law I	3
BMG 203	Social Media Management	3
Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )		3
Speech/Comp. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>15</b>
<b>Fourth Semester</b>		
BMG 204	Social Media Analytics	3
BMG 205	Creating the Customer Experience	3
BMG 294	Management Topics - Capstone	1
Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> )		3
Open Elective(s) to reach a minimum of 60 total credits.		5
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>60</b>

### Human Resources Concentration (HR) - available online

**Minimum Credits Required for the Concentration or Option: 60**

Course	Title	Credits
<b>First Semester</b>		
BMG 140	Introduction to Business	3
BMG 207	Business Communication	3
Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )		3
Writing Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>12</b>
<b>Second Semester</b>		
ACC 110	Payroll Accounting	2
BMG 230	Principles of Management	3
BMG 240	Human Resources Management	3
BMG 279	Organizational Management	3
BOS 230	Electronic Forms Design	3
Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> )		3
<b>Credits</b>		<b>17</b>
<b>Third Semester</b>		
BMG 111	Business Law I	3
BMG 205	Creating the Customer Experience	3
BMG 250	Principles of Marketing	3
Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )		3
Speech/Comp. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>15</b>
<b>Fourth Semester</b>		
BMG 294	Management Topics - Capstone	1
Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> )		3

Open Elective(s) to reach a minimum of 60 total credits.	12
<b>Credits</b>	<b>16</b>
<b>Total Credits</b>	<b>60</b>

## Operations Concentration (OPER) - available online

Minimum Credits Required for the Concentration or Option: 60

Course	Title	Credits
<b>First Semester</b>		
BMG 140	Introduction to Business	3
BMG 181	Introduction to Supply Chain Management	3
Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )		3
Writing Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
Open Elective(s) to reach a minimum of 60 total credits.		3
<b>Credits</b>		<b>15</b>
<b>Second Semester</b>		
BMG 111	Business Law I	3
BMG 207	Business Communication	3
BMG 230	Principles of Management	3
Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )		3
Open Elective(s) to reach a minimum of 60 total credits.		3
<b>Credits</b>		<b>15</b>
<b>Third Semester</b>		
BMG 205	Creating the Customer Experience	3
BMG 228	Purchasing and Inventory Control	3
BMG 231 or BMG 291	Nonprofit Management or Project Management	3
BMG 279	Organizational Management	3
Speech/Comp. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>15</b>
<b>Fourth Semester</b>		
BMG 273	Managing Operations	3
BMG 294	Management Topics - Capstone	1
Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> )		3
Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> )		3
Open Elective(s) to reach a minimum of 60 total credits.		5
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>60</b>

## Sports and Entertainment Concentration (SPRT)

Minimum Credits Required for the Concentration or Option: 60

Course	Title	Credits
<b>First Semester</b>		
BMG 165	Introduction to Sports and Entertainment Management	3
BMG 169	Sports and Entertainment Marketing	3
BMG 207	Business Communication	3

BMG 230	Principles of Management	3
Writing Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>15</b>
<b>Second Semester</b>		
BMG 111	Business Law I	3
BMG 140	Introduction to Business	3
BMG 161	Esports Event Management	3
BMG 166	Sports and Entertainment Communications and Public Relations	3
Speech/Comp. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>15</b>
<b>Third Semester</b>		
BMG 167	Sports and Entertainment Agency Management	3
BMG 168	Facilities and Event Management	3
BMG 279	Organizational Management	3
Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )		3
Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )		3
<b>Credits</b>		<b>15</b>
<b>Fourth Semester</b>		
BMG 205	Creating the Customer Experience	3
BMG 294	Management Topics - Capstone	1
Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> )		3
Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> )		3
Open Elective(s) to reach a minimum of 60 total credits.		5
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>60</b>

## Part-Time Students

### Entrepreneurship and Innovation Concentration (ENTR)

Minimum Credits Required for the Concentration or Option: 60

Course	Title	Credits
<b>First Semester</b>		
BMG 101	Entrepreneurship I: Finding Your Opportunity	3
BMG 207	Business Communication	3
Writing Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>9</b>
<b>Second Semester</b>		
BMG 109	Entrepreneurship II: Starting Your Business	3
BMG 202	Social Media Storytelling	3
Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )		3
<b>Credits</b>		<b>9</b>
<b>Third Semester</b>		
BMG 230	Principles of Management	3

Speech/Comp. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )	3
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<b>Credits</b>	<b>6</b>
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#### Fourth Semester

BMG 140	Introduction to Business	3
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BMG 209	Entrepreneurship III - Running and Growing Your Business	3
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Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )	3
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<b>Credits</b>	<b>9</b>
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#### Fifth Semester

BMG 203	Social Media Management	3
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BMG 205	Creating the Customer Experience	3
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BMG 294	Management Topics - Capstone	1
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<b>Credits</b>	<b>7</b>
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#### Sixth Semester

BMG 111	Business Law I	3
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Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> )	3
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<b>Credits</b>	<b>6</b>
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#### Seventh Semester

ACC 131	QuickBooks Software	3
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BMG 204	Social Media Analytics	3
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Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> )	3
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<b>Credits</b>	<b>9</b>
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#### Eighth Semester

Open Elective(s) to reach a minimum of 60 total credits.	5
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<b>Credits</b>	<b>5</b>
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<b>Total Credits</b>	<b>60</b>
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### Human Resources Concentration (HR) - available online

Minimum Credits Required for the Concentration or Option: 60

Course	Title	Credits
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#### First Semester

BMG 140	Introduction to Business	3
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Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )	3
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<b>Credits</b>	<b>6</b>
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#### Second Semester

BMG 207	Business Communication	3
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Writing Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )	3
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<b>Credits</b>	<b>6</b>
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#### Third Semester

BOS 230	Electronic Forms Design	3
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Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )	3
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<b>Credits</b>	<b>6</b>
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#### Fourth Semester

BMG 240	Human Resources Management	3
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BMG 279	Organizational Management	3
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<b>Credits</b>	<b>6</b>
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#### Fifth Semester

ACC 110	Payroll Accounting	2
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BMG 250	Principles of Marketing	3
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Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> )	3
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<b>Credits</b>	<b>8</b>
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#### Sixth Semester

BMG 205	Creating the Customer Experience	3
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Speech/Comp. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )	3
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<b>Credits</b>	<b>6</b>
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#### Seventh Semester

BMG 111	Business Law I	3
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Open Elective(s) to reach a minimum of 60 total credits.	3
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<b>Credits</b>	<b>6</b>
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#### Eighth Semester

BMG 294	Management Topics - Capstone	1
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BOS 230	Electronic Forms Design	3
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Open Elective(s) to reach a minimum of 60 total credits.	3
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<b>Credits</b>	<b>7</b>
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#### Ninth Semester

Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> )	3
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Open Elective(s) to reach a minimum of 60 total credits.	6
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<b>Credits</b>	<b>9</b>
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<b>Total Credits</b>	<b>60</b>
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### Operations Concentration (OPER) - available online

Minimum Credits Required for the Concentration or Option: 60

Course	Title	Credits
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#### First Semester

BMG 140	Introduction to Business	3
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Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )	3
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<b>Credits</b>	<b>6</b>
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#### Second Semester

BMG 207	Business Communication	3
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Open Elective(s) to reach a minimum of 60 total credits.	3
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Writing/Composition ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )	3
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<b>Credits</b>	<b>9</b>
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#### Third Semester

BMG 181	Introduction to Supply Chain Management	3
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BMG 230	Principles of Management	3
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<b>Credits</b>	<b>6</b>
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#### Fourth Semester

BMG 111	Business Law I	3
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Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )	3
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<b>Credits</b>	<b>6</b>
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#### Fifth Semester

BMG 228	Purchasing and Inventory Control	3
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BMG 279	Organizational Management	3
Open Elective(s) to reach a minimum of 60 total credits.		3
<b>Credits</b>		<b>9</b>
<b>Sixth Semester</b>		
BMG 273	Managing Operations	3
Speech/Comp. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>6</b>
<b>Seventh Semester</b>		
BMG 231 or BMG 291	Nonprofit Management or Project Management	3
Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> )		3
Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> )		3
<b>Credits</b>		<b>9</b>
<b>Eighth Semester</b>		
BMG 205	Creating the Customer Experience	3
BMG 294	Management Topics - Capstone	1
Open Elective(s) to reach a minimum of 60 total credits.		5
<b>Credits</b>		<b>9</b>
<b>Total Credits</b>		<b>60</b>

## Sports and Entertainment Concentration (SPRT)

Minimum Credits Required for the Concentration or Option: 60

Course	Title	Credits
<b>First Semester</b>		
BMG 140	Introduction to Business	3
BMG 165	Introduction to Sports and Entertainment Management	3
<b>Credits</b>		<b>6</b>
<b>Second Semester</b>		
BMG 161	Esports Event Management	3
BMG 166	Sports and Entertainment Communications and Public Relations	3
BMG 230	Principles of Management	3
<b>Credits</b>		<b>9</b>
<b>Third Semester</b>		
BMG 207	Business Communication	3
Writing Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>6</b>
<b>Fourth Semester</b>		
BMG 163	Introduction to Esports	3
Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )		3
<b>Credits</b>		<b>6</b>
<b>Fifth Semester</b>		
BMG 168	Facilities and Event Management	3
BMG 169	Sports and Entertainment Marketing	3
BMG 294	Management Topics - Capstone	1
<b>Credits</b>		<b>7</b>

<b>Sixth Semester</b>		
Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> )		3
Speech/Comp. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#writing">https://coursecatalog.wccnet.edu/academics/general-education/#writing</a> )		3
<b>Credits</b>		<b>6</b>
<b>Seventh Semester</b>		
BMG 205	Creating the Customer Experience	3
Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )		3
<b>Credits</b>		<b>6</b>
<b>Eighth Semester</b>		
BMG 167	Sports and Entertainment Agency Management	3
BMG 279	Organizational Management	3
Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> )		3
<b>Credits</b>		<b>9</b>
<b>Ninth Semester</b>		
Open Elective(s) to reach a minimum of 60 total credits.		5
<b>Credits</b>		<b>5</b>
<b>Total Credits</b>		<b>60</b>