

# B.S.B.A. in ISBC: Event Planning and Management Concentration

## Program Description

The event planning and management concentration of the Bachelor of Science in Business Administration (B.S.B.A.) in Interdisciplinary Studies in Business and Commerce explores all aspects of event management, including design, risk management, finance, sustainability, marketing, logistics and evaluation. Students in this program are prepared to plan and manage a wide variety of events.

## Delivery Mode

100% Online or Hybrid

## Curriculum

Course	Credits
<b>General Education Courses</b>	<b>40 or 41</b>
<i>Building a Sense of Community</i> <b>UNI 100</b> First-Year Seminar	1
<i>Composition</i> <b>ENG 101</b> English Composition I	3
<i>Public Speaking</i> <b>CDC 101</b> Public Speaking	3
<i>Mathematics and Quantitative Literacy</i> <b>MAT 181</b> College Algebra	3
<i>Health and Wellness</i> <b>REC 165</b> Introduction to Recreation and Leisure	3
<i>Technological Literacy</i> <b>MIS 201</b> Management Info Systems	3
<i>Humanities</i> <b>PHI 115</b> Logic and Language (or other humanities with adviser approval)	3
<i>Fine Arts</i> Any Fine Arts Course	3
<i>Natural Sciences</i> Any Natural Sciences Course	3 or 4
<i>Social Sciences</i> <b>PSY 100</b> General Psychology	3
<i>Ethics and Multicultural Awareness Emphasis Course</i> <b>GEO 100</b> Intro to Geography	3
<i>General Education Options</i> • <b>ENG 211</b> Business Writing I OR <b>ENG 102</b> Composition II	9

## Department of Business, Economics and Enterprise Sciences

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Course	Credits
<ul style="list-style-type: none"> <li>• <b>MAT 225</b> Business Statistics</li> <li>• <b>BUS 281</b> Management Science I</li> </ul>	
<b>Business Core Courses</b>	<b>30</b>
<b>ACC 200</b> Financial Accounting	3
<b>ACC 321</b> Managerial Accounting	3
<b>BUS 242</b> Business Law I	3
<b>BUS 381</b> Management Science I	3
<b>BUS 499</b> Integrated Strategic Capstone	3
<b>ECO 201</b> Principles of Microeconomics	3
<b>ECO 202</b> Principles of Macroeconomics	3
<b>FIN 301</b> Financial Management	3
<b>MGT 300</b> Principles of Management	3
<b>MKT 300</b> Principles of Marketing	3
<b>Required Event Planning and Management Concentration Courses</b>	<b>18</b>
<b>TOU 102</b> Hospitality Industry and Operations	3
<b>REC 235</b> Special Event Management in Recreation Settings	3
<b>TOU 330</b> Meet Expo Event and Convention Operations	3
<b>TOU 350</b> Hotels, Resorts and Lodging	3
<b>REC 412</b> Program Planning and Evaluation	3
<b>GEO 479</b> Internship OR <b>BUS 492</b> Internship	3 (min.)
<b>Related Event Planning and Management Electives</b>	<b>9</b>
Select three courses from the following (not all are available online): <ul style="list-style-type: none"> <li>• <b>TOU 101</b> Introduction to Tourism Studies</li> <li>• <b>TOU 277</b> Casinos and Gaming Entertainment</li> <li>• <b>CDC 330</b> Introduction to Public Relations</li> <li>• <b>MKT 311</b> E-Marketing</li> </ul>	9

## Department of Business, Economics and Enterprise Sciences

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Course	Credits
<ul style="list-style-type: none"> <li>• <b>MKT 341</b> Non-profit Marketing</li> <li>• Any 300-level or above BUS, GEO, MGT, MKT, REC or TOU courses not already required or included above</li> </ul>	
<b>Required Minor/Certificate*</b>	<b>12</b>
Students must select a minor or certificate. Additional information is listed below.	12 (min.)
<b>Free Electives</b>	<b>10 or 11</b>
<b>Total</b>	<b>120</b>

Additional requirements, not counted toward the General Education requirements, include:

- **Special Experience Course (1 course required):** ECO 460 Global Economic Perspectives
- **Writing-Intensive Component Courses (2 courses required):** BUS 499 Integrated Strategic Capstone AND Any ECO, MGT, MKT or TOU Upper-Division Writing-Intensive Course
- **Laboratory Course (1 course required):** BUS 381 Management Science II

\* **Required Minor/Certificate:** Students cannot have more than 9 credits in the major also count toward their minor. Students must select from one of the following minors: Management, Business, or Tourism Studies. Students may select a different minor or a certificate, with the approval of their adviser. "Free Electives" may be fulfilled with courses required for the minor.

The management and business minors are 21 credits; however, 9 of these credits are required in the "Business Core Courses" above. The tourism studies minor is 18 credits; however, 6 credits are completed in the "Event Planning and Management Concentration Courses" and 3 credits are available in the "Event Planning and Management Electives."

**Program Note:** Students who complete dual degrees or dual majors do not have to complete a minor or certificate.

## Program Webpage

<https://www.calu.edu/academics/undergraduate/bachelors/event-planning/index.aspx>