

# B.S.B.A. in ISBC: Parks and Recreation Management Concentration

## Program Description

The parks and recreation management concentration of the Bachelor of Science in Business Administration (B.S.B.A.) in Interdisciplinary Studies in Business and Commerce provides a solid foundation of business knowledge while also building parks and recreation management skills.

## Delivery Mode

Traditional (on campus)

## 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>REC 361</b> Parks and Recreation for Diverse Populations	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 Concentration Courses</b>	<b>33</b>
<b>REC 362</b> Recreation Site Design and Management	3
<b>REC 365</b> Recreation Resource Management	3
<b>REC 374</b> Commercial Recreation Management	3
<b>REC 378</b> Recreation Management and Leadership	3
<b>REC 412</b> Recreation Program Planning and Evaluation	3
<b>GEO 474</b> Developing the Master Plan	3
<b>TOU 450</b> Research Methods for Tourism Studies	3
<b>REC 478</b> Professional Development in Recreation	3
<b>GEO 479</b> Internship	9
<b>Related Electives</b>	<b>6</b>
Select two courses from the following: <ul style="list-style-type: none"> <li>• <b>REC 195</b> Leisure and Wellness Recreation</li> <li>• <b>REC 220</b> Youth Competitive Recreation Activities</li> </ul>	6

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Course	Credits
<ul style="list-style-type: none"> <li>• <b>REC 225</b> Recreation and Youth Development</li> <li>• <b>REC230</b> Youth Camp Counseling and Administration</li> <li>• <b>REC 235</b> Special Event Management in Recreation Settings</li> <li>• <b>REC 240</b> Human Ecology</li> <li>• <b>REC 246</b> Scenic Areas of U.S.</li> <li>• <b>REC 250</b> Non-Profit and Community Recreation</li> <li>• <b>REC 255</b> Water-Based Rec Management</li> <li>• <b>REC 270</b> Interpretative Methods in Parks and Recreation</li> <li>• <b>REC 275</b> Sustainable Recreation and Green Parks</li> <li>• <b>REC 280</b> Adventure and Outdoor Recreation Outfitting</li> <li>• <b>TOU 400</b> Impacts and Sustainability of Tourism</li> <li>• <b>REC 415</b> Challenges &amp; Trends in Parks and Recreation</li> </ul>	
<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):** GEO 479 Internship
- **Writing-Intensive Component Courses (2 courses required):** BUS 499 Integrated Strategic Capstone AND REC 412 Recreation Program Planning and Evaluation
- **Laboratory Course (1 course required):** BUS 381 Management Science II