



Northwood University

Semester Curriculum Guide

ESPM (Entertainment Mgt. Track)

FRESHMAN YEAR

MGT 2300 Principles of Management	3	MKT 2080 Principles of Marketing	3		
ENG 1150 Composition I	3	ENG 1200 Composition II	3		
		MTH 1100 Finite Math OR			
MIS 1050 Basic Computer Applications	3	MTH 1150 College Algebra	3		
ECN 2210 Principles of Microeconomics	3	ECN 2220 Principles of Macroeconomics	3		
ESM 1010 Intro. to Sport & Ent. Management	3	ESM 1030 Sport & Ent. Com. & P.R.	3		
FDN 1100 First Year Seminar I	1	FDN 1200 First Year Seminar II	1		
EXF	1				
	17			16	33

SOPHOMORE YEAR

ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Acc.	3		
HIS 2100 Foundations of Modern World I	3	HIS 2150 Foundations of Modern World II	3		
MTH 2310 Statistics I	3	SPC 2050 Speech	3		
PSC 2010 Intro to American Government	3	NSC 2100 Environmental Science	3		
		ESM 2050 Sport & Ent. Facility & Event Mgt.	3		
ESM 2100 Music, Theater, Film Industry Mgt.	3				
	15			15	30

ESM 2040 Practicum (recommended) 1 1

JUNIOR YEAR

FIN 3010 Financial Management	3	3000/4000 Elective	3		
LAW 3000 Business Law	3	3000/4000 Business Core Elective	3		
3000/4000 NSC or MTH Elective	3	3000/4000 PSY or SOC Elective	3		
3000/4000 HUM Elective (HUM, ART, LIT)	3	PHL 3100 Ethics	3		
ESM 3070 Applied Record & Film Industry Mkt.	3	ESM 3300 Sport & Ent. Spon. & Fund.	3		
EXF	1	MGT 340/SPC 440	1		
	16			16	32

ESM 3040 Practicum II (required) 1

ESM 399 Internship (required) 3 3

SENIOR YEAR

MGT 4250 Organizational Behavior	3	MGT 4800 Strategic Planning	3		
ENG 4010 Communication & Interpersonal Relations or Adv. Studies in Eng or Lang Elective	3	Global Understanding Elective	3		
PHL 4100 Philosophy of American Enterprise	3	Civic Literacy Elective	3		
ESM 4070 Agents, Productions & Artist Mgt.	3	ESM 4100 Sp. & Ent. Ethics & Leadership	3		
ESM 4080 Entertainment Law	3	ESM 4300 Senior Seminar in Sp. & Ent.	3		
	15			15	30

SEMESTER HOURS TO GRADUATE 129