



University College Business & Communication Studies

The Bachelor of Specialized Studies (BSS) degree through University College is a unique degree at Ohio University, in that it is a degree that the students design themselves. Students can apply and be admitted to the major their sophomore year (less than or equal to 30 hours).

The curriculum options outlined below are a semester-by-semester plan of study for two options for Areas of Concentration (AOC) possible with the BSS major; a concentration in Business & Communication Studies, and a concentration in Event Planning. Course substitutions are possible in the concentration, with the approval of the Director of Degree Programs in University College.

This degree is in adherence to section 3333.71 of the Revised Code for the three-year baccalaureate degrees. Please review this document and the following endnotes to gain a better understanding of program requirements.

The scheduling scenario below is intended to present an example pattern by which this major can be completed in three years. Those interested in pursuing this option need to work with an academic advisor to develop a specific plan to earn the 121 credit hours required for graduation.

Events Planning Concentration-BSS

Post-Secondary Coursework or Transfer/AP/IB Credit

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
Tier I Freshman Composition	3		
Tier 1 Quantitative Skills	3		
Tier II Applied Science & Mathematics	3		
Tier II Cross Cultural Perspectives	3		
Tier II Fine Arts	3		
Tier II Humanities & Literature	3		
Tier II Natural Sciences	3		
Tier II Social Sciences	3		
Total hours (minimum 15 ¹)	15 ²		

Semester 1: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
Tier I or Tier II Requirement	3		
Tier II Requirement	3		

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
UC 1000 or UC 1900- University College Learning Community ³	1-2		
COMS 1030 Fundamentals of Public Speaking	3		
RHT 1100 Introduction to Hospitality	3		FR/SOPH
MGT 2000 Introduction to Management ⁴	3		
Total hours for semester	16-17		

Semester 2: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
**Apply to BSS Major ⁵			
Tier I or Tier II Requirement	3		
COMS 1110 Communication Among Cultures (Tier II CCP) ⁶	3		
MKT 2020 Marketing Principles	3		SOPH & Not COB
JOUR 2500 Strategic Communication	3		
RHT 1200 Food & Culture (Tier II CCP)	3		
Total hours for semester	15		

Semester 3: Summer

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
COMS 2020 Communication & Persuasion OR COMS 2040 Principles/Techniques of Interviewing	3		SOPH/ JR/ SR
COMS 2050 Techniques of Group Discussion	3		
Total hours for semester	6		

Semester 4: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
COMS 2020 Communication & Persuasion OR COMS 2040 Principles/Techniques of Interviewing	3		SOPH/ JR/SR
MKT 4500 Management of Promotion	3	Yes	MKT 2020
MKT 4200 Services Marketing	3	Yes	MKT 2020
JOUR 3400 Strategic Communication Theory & Research	3		JOUR 3400
Tier II Requirement	3		
Total hours for semester	15		

Semester 5: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
COMS 4050 Meeting & Conference Planning	3		C or better in COMS 2050
Tier I Junior Composition	3	Yes	
JOUR 3750 Advertising Media Planning & Buying	3	Yes	JOUR 3400
MKT 4500 Management of Promotion	3	Yes	MKT 2020
Tier II Requirement (if needed) OR Elective	3		
Total hours for semester	15		

Semester 6: Summer

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
3000/4000 Level Elective	3	Yes	
SPST 4910 Internship ⁷	6	Yes	BSS Major
Total hours for semester	9		

Semester 7: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
Tier III Course	3	Yes	SR
3000/4000 Level Elective MKT or MGT	3	Yes	Varies
MGT 3300 Human Resource Management	3	Yes	MGT 2000
JOUR 4630 Media & Conflicts	3	Yes	
Tier II (if needed) OR Elective	3		
Total hours for semester	15		

Semester 8: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
MGT 4300 Managing Employee Relations	3	Yes	MGT 2000
4000 Level MKT	3	Yes	Varies
MGT 3300 Human Resource Management	3	Yes	MGT 2000
JOUR 4630 Media & Conflicts	3	Yes	
Tier II (if needed) OR Elective	3		

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
Total hours for semester	15		

¹All Tier I and Tier II Courses can be taken at any time. Since most of the general education courses (Tier courses at OU) easily transfer from institution to institution, we recommend that students plan to take these courses BEFORE taking courses within a major.

² The estimated number of hours transferred or taken as AP credit is set at 15. Students with additional AP credits would be allowed to count them (as appropriate) to the 3-year degree pathway.

³ All University College students with fewer than 30 semester hours are required to be in a learning community their first term.

⁴The College of Business limits non-business majors to 30 semester hours of College of Business credits (not including transfer work or course in Sports Administration-SASM).

⁵ Apply to the BSS major Fall or Spring semester of your sophomore year. Information at www.ohio.edu/univcol6

⁶Only two courses that satisfy the Ohio Tier II requirements can be included in the Area of Concentration.

⁷ You will need to turn in the Internship Application to you UNC Advisor, with a job description, to be approved for an internship. One credit of SPST 4910 is the equivalent of 40 hours of internship. You may include up to 15 credits of SPST 4910 in your curriculum plan.

NOTE: This curriculum plan includes 48 hours in the Area of Concentration; 54 upper level credits (minimum); and 24 hours of credit in the College of Business.

You may include a minor or a certificate in your curriculum plan. Courses for a certificate can be included in the Area of Concentration (AOC). Courses for a minor must be elective courses.

Business & Communication Concentration-BSS

Post-Secondary Coursework or Transfer/AP/IB Credit

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
Tier I Freshman Composition	3		
Tier 1 Quantitative Skills	3		
Tier II Applied Science & Mathematics	3		
Tier II Cross Cultural Perspectives	3		
Tier II Fine Arts	3		
Tier II Humanities & Literature	3		
Tier II Natural Sciences	3		
Tier II Social Sciences	3		
Total hours (minimum 15 ¹)	15 ²		

Semester 1: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
Tier I or Tier II Requirement	3		
Tier II Requirement	3		
Tier II Requirement	3		
UC 1000 or UC 1900- University College Learning Community ³	1-2		
COMS 1030 Fundamentals of Public Speaking	3		
MGT 2000 Introduction to Management	3		Not COB
Total hours for semester	16-17		

Semester 2: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
**Apply to BSS Major ⁵			
Tier I or Tier II Requirement	3		
COMS 1110 Communication Among Cultures (Tier II CCP) ⁶	3		
MKT 2020 Marketing Principles	3		SOPH & Not COB
BUSL 2000 Law & Society	3		SOPH
COMS 2060 Communication in Interpersonal Relationships	3		
Total hours for semester	15		

Semester 3: Summer

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
COMS 2020 Communication & Persuasion OR COMS 2040 Principles/Techniques of Interviewing	3		SOPH/JR/SR
COMS 2050 Techniques of Group Discussion	3		
Total hours for semester	6		

Semester 4: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
COMS 2020 Communication & Persuasion OR COMS 2040 Principles/Techniques of Interviewing	3		SOPH/JR/SR
3000 MKT Course	3	Yes	MKT 2020
3000 MGT Course	3	Yes	MGT 2000
2000/3000 Level COMS Course	3		Varies
Tier II Requirement	3		
Total hours for semester	15		

Semester 5: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
COMS 4050 Meeting & Conference Planning	3		C or better in COMS 2050
Tier I Junior Composition	3	Yes	
3000/4000 MGT Course	3	Yes	MGT 2000
3000/4000 MKT Course	3	Yes	MKT 2020
Tier II Requirement (if needed) OR Elective	3		
Total hours for semester	15		

Semester 6: Summer

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
3000/4000 Level Elective	3	Yes	
SPST 4910 Internship ⁷	6	Yes	BSS Major
Total hours for semester	9		

Semester 7: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
Tier III Course	3	Yes	SR
3000/4000 Level Elective MKT or MGT	3	Yes	Varies
MGT 3300 Human Resource Management	3	Yes	MGT 2000
COMS 3060 Interpersonal Conflict Management	3	Yes	JR/SR
Tier II (if needed) OR Elective	3		
Total hours for semester	15		

Semester 8: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Pre-Requisite
MGT 4300 Managing Employee Relations	3	Yes	MGT 2000
4000 Level COMS	3	Yes	
3000/4000 Level Elective	3	Yes	Varies
3000/4000 Level Elective	3	Yes	Varies
3000/4000 Level Elective	3	Yes	Varies
Total hours for semester	15		

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