



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.

Event 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 I 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) | | | |
| 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 | | |
| 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.

²The 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.

³All 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)

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

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

⁷You 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 include 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 and 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 ⁴ | 3 | | NOT COB |
| Total hours | 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 | 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 | 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 |

| Course Subject and Title (Or General Tier/Major Requirement) | Credit Hours | Upper Division | Pre-Requisite |
|--|--------------|----------------|---------------|
| 2000/3000 Level COMS Course | 3 | | Varies |
| Tier II Requirement | 3 | | |
| Total hours | 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 | 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 | 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 | 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 | |

| Course Subject and Title (Or General Tier/Major Requirement) | Credit Hours | Upper Division | Pre-Requisite |
|--|--------------|----------------|---------------|
| 3000/4000 Level Elective | 3 | Yes | Varies |
| 3000/4000 Level Elective | 3 | Yes | Varies |
| 3000/4000 Level Elective | 3 | Yes | Varies |
| Total hours | 15 | | |

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