

MINOR IN BPAA BOWLING AND ENTERTAINMENT BUSINESS MANAGEMENT

The Minor in BPAA (Bowling Proprietors' Association of America) Bowling and Entertainment Business Management is designed to meet the growing demand for professionally trained individuals capable of managing and operating modern bowling centers and related entertainment venues. This minor provides students with specialized knowledge and skills—from business, law, and marketing to food-handling and lane-maintenance technology—necessary to excel in this professional environment. This program aims to prepare students for successful careers by fostering industry-ready professionals. The BPAA Bowling and Entertainment Business Management Minor, in combination with the Major in Business Administration, is a four-year curriculum that includes extensive classroom-based business studies and supervised internship experience. Together, these components provide students with the knowledge and practical skills necessary to succeed in the management and operation of bowling centers and multi-attraction entertainment facilities.

Code	Title	Hours
Minor in BPAA Bowling and Entertainment Business Management		
Required Courses		
BUAD 3190	BPAA Fundamentals: Preparation for Internships	1
BUAD 3345	Entrepreneurship I - Startup	3
or BUAD 3375	Entrepreneurial Sales	
or BUAD 4325	Negotiation in Business	
BUAD 3355	Business Law	3
or INDS 3377	Interior Codes & Standards	
BUAD 3360	Human Resources Management Law	3
BUAD 4191	BPAA Internship (taken twice)	2
MKTG 4360	Social Media Marketing	3
or MKTG 3335	Retailing	
or MKTG 3320	Consumer Behavior	
or MKTG 3340	Digital Marketing	
Prescribed Electives		
Select two courses from the following:		6
BUAD 3338	Entrepreneurial Law	
BUAD 3370	Cyberlaw & E-Commerce Regulation	
BUAD 4321	Advanced Business Project Design and Presentation	
BUAD 4335	Intercultural Business Communication	
BUAD 4345	Entrepreneurship II - Growth	
MGIS 3330	Business Database Management	
MGIS 3320	E-Commerce Implementation	
MKTG 4350	Marketing Research	
MGMT 3330	Human Resource Management	
MKTG 4390	Strategic Marketing Management	
REAL 3365	Real Estate Law	
REAL 4352	Real Estate Market and Development Feasibility Analysis	
SCMG 3372	Supply Chain Management	
SCMG 3374	Strategic Sourcing/Procurement	
SPMT 3302	Introduction to Sport Marketing	
Or one of the alternative Required Courses listed above		
Total Hours		21