

## Official Program Outline



**HERZING**  
— UNIVERSITY —

### Bachelor of Science in Project Management

#### Program Description

The Bachelor of Science in Project Management program equips students with the skills and knowledge to lead complex projects across diverse industries, emphasizing strategic planning, resource management, and team leadership. The curriculum blends traditional and agile project management methodologies with cutting-edge technologies, including the integration of artificial intelligence (AI). Students will explore how AI enhances project forecasting, risk analysis, scheduling, and decision-making, preparing them to manage projects more efficiently in a rapidly evolving digital landscape. Graduates will be prepared to drive innovation, ensure project success, and adapt to the future of intelligent project environments.

Coursework in this program provides a foundation for select industry certifications. These certifications enhance employment opportunities but are not a state specific requirement.

#### Program Outcomes

Upon completion of this program, the student should be able to:

1. Apply traditional and agile project management principles leveraging project management technologies to initiate, plan, execute, monitor, and close projects across diverse industries.
2. Manage project teams effectively using strategic leadership, change management, and conflict resolution skills in global and multicultural environments.
3. Integrate business analysis techniques and AI-powered analytics to define project scope, elicit requirements, and ensure alignment with customer value and organizational strategy.
4. Identify project risks using statistical analysis, predictive analytics, and scenario planning to ensure project success.
5. Apply ethical principles, legal standards, and sustainable practices to project decisions across diverse global contexts.
6. Communicate project information effectively through written, oral, and digital channels while managing stakeholder relationships and organizational change.

#### Program Content

A minimum of 120.00 semester credit hours is required for graduation.

#### Required Courses

All courses, 66.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
AC 231 Financial Management	AC 236	3.00
AC 236 Managerial Accounting	EC 101	3.00
BU 106 Introduction to Business	None	3.00
BU 217 Business Ethics and the Legal Environment	BU 106	3.00
BU 231 Global Business Environment	None	3.00
BU 242 Creating Customer Value in the Digital Age	None	3.00
BU 245 Business Communication	None	3.00
BU 321 Business Statistics	None	3.00

<b>Course Number and Name</b>	<b>Prerequisites/Corequisites</b>	<b>Semester Credit Hours</b>
BU 331 Managing Information Systems	None	3.00
BU 345 Project Management or BU 631 Project Management for Business Leaders	None	3.00
BU 351 Introduction to Business Analytics or BU 683 Foundations of Business Analytics for Leaders	None	3.00
BU 380 Strategic Leadership or BU 531 Strategic and Risk Management for Business Success	None	3.00
BU 396 Managing Project Risks	BU 345	3.00
BU 423 Entrepreneurial Strategy	None	3.00
BU 427 Change Management	None	3.00
BU 433 Agile Project Management	BU 345	3.00
BU 434 Business Analysis for Project Managers	BU 345	3.00
BU 436 Global Project Management and Sustainable Practices	BU 345	3.00
BU 442 Cost and Time Management	BU 345	3.00
BU 462 AI and Emerging Technology in Project Management	BU 345	3.00
EC 101 Principles of Economics or BU 520 Integrated Economics and Decision-Making	None	3.00
HR 321 Human Capital in Organizations or BU 525 Strategic Human Capital	None	3.00

### Open Elective Courses

A minimum of 12.00 semester credit hours is required. Eligible students can take approved dual credit graduate level courses to complete a portion of the open electives requirement.

### Dual Credit Courses

Eligible students can replace up to 12.00 semester credit hours of the core program requirements with approved dual credit graduate level coursework. A total of 12.00 graduate semester credit hours can be taken throughout the student's program.

<b>Graduate Program</b>	<b>Applicable Dual Credit Courses</b>
Master of Business Administration Master of Business Administration in Healthcare Management Master of Business Administration in Project Management	BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders
Master of Business Administration in Business Analytics	Choose 4: BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders BU 683 Foundations of Business Analytics for Leaders
Master of Science in Business Analytics	BU 683 Foundations of Business Analytics for Leaders

### Required Capstone or Internship

4.00 semester credit hours are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BU 490 Capstone Project	Final Semester.	4.00
BU 494* Internship	Final Semester.	4.00

\* Online students in some states may not be allowed to take this internship due to state restrictions.

### Required Courses in General Education

Students enrolled in this bachelor's degree must complete a minimum of 36.00 semester credit hours in general education distributed among the following disciplines. Refer to the General Education section of the catalog for specific information about courses within each discipline. Courses transferred from other accredited colleges may also be used to meet these requirements.

- EN 104 English Composition I, Semester Credit Hours: 3.00
- EN 111 Information Literacy, Semester Credit Hours: 3.00
- EN 116 Speech, Semester Credit Hours: 3.00
- EN 304 English Composition II, Semester Credit Hours: 3.00
- HU 140 Cultural Diversity, Semester Credit Hours: 3.00
- HU 240 Introduction to Humanities, Semester Credit Hours: 3.00
- HU 340 Humanities and Contemporary Popular Culture, Semester Credit Hours: 3.00
- MA 109 College Algebra, Semester Credit Hours: 3.00
- MA 320 Statistics, Semester Credit Hours: 3.00
- SC 270 Environmental Literacy, Semester Credit Hours: 3.00
- PS 101 Psychology, Semester Credit Hours: 3.00
- SS 350 Social Issues and Technology, Semester Credit Hours: 3.00

### Personal and Professional Development Courses

All courses, 2.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
PD 121 Professional Development I	None	1.00
PD 202 Professional Development II	None	1.00

Distribution of Contact Hours by Course					
Course	Lecture Hours	Lab Hours	Internship Hours	Total Contact Hours	Credits
AC 231	45.00	0.00	0.00	45.00	3.00
AC 236	45.00	0.00	0.00	45.00	3.00
BU 106	45.00	0.00	0.00	45.00	3.00
BU 217	45.00	0.00	0.00	45.00	3.00
BU 231	45.00	0.00	0.00	45.00	3.00
BU 242	45.00	0.00	0.00	45.00	3.00
BU 245	45.00	0.00	0.00	45.00	3.00
BU 321	45.00	0.00	0.00	45.00	3.00
BU 331	45.00	0.00	0.00	45.00	3.00

BU 345	45.00	0.00	0.00	45.00	3.00
BU 351	45.00	0.00	0.00	45.00	3.00
BU 380	45.00	0.00	0.00	45.00	3.00
BU 396	45.00	0.00	0.00	45.00	3.00
BU 423	45.00	0.00	0.00	45.00	3.00
BU 427	45.00	0.00	0.00	45.00	3.00
BU 433					
BU 434					
BU 436					
BU 442	45.00	0.00	0.00	45.00	3.00
BU 462	45.00	0.00	0.00	45.00	3.00
BU 490 (or BU 494*)	60.00	0.00	0.00	60.00	4.00
EC 101	45.00	0.00	0.00	45.00	3.00
HR 321	45.00	0.00	0.00	45.00	3.00
PD 121	15.00	0.00	0.00	15.00	1.00
PD 202	15.00	0.00	0.00	15.00	1.00
Electives	180.00	0.00	0.00	180.00	12.00
Gen Ed - Communications	180.00	0.00	0.00	180.00	12.00
Gen Ed – Humanities	135.00	0.00	0.00	135.00	9.00
Gen Ed – Mathematics	90.00	0.00	0.00	90.00	6.00
Gen Ed - Science	45.00	0.00	0.00	45.00	3.00
Gen Ed – Social and Behavioral Sciences	90.00	0.00	0.00	90.00	6.00
<b>Totals</b>	<b>1800.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1800.00</b>	<b>120.00</b>
*Totals with Internship BU 494 Internship: 0/0/180/180	1740.00	0.00	180.00	1920.00	120.00

## New Courses

<b>BU 423 Entrepreneurial Strategy</b>	This course introduces students to the core principles and strategic frameworks essential for launching and sustaining successful entrepreneurial ventures. Students will explore the entrepreneurial mindset, opportunity identification, business model development, and strategic planning. Emphasis is placed on evaluating market potential, crafting a value proposition, securing resources, and formulating competitive strategies. Students will develop practical skills to navigate the challenges faced by startups and innovative enterprises.
<b>BU 427 Change Management</b>	This course explores the theories, models, and practical approaches to managing change within organizations. Students will examine the drivers of organizational change, resistance to change, and strategies for successful implementation. Emphasis is placed on understanding the human and strategic elements of change, including communication, leadership, stakeholder engagement, and organizational culture.
<b>BU 433 Agile Project Management</b>	This course introduces students to agile project management principles, frameworks, and practices. Students explore iterative development methodologies including Scrum, Kanban, and hybrid approaches. Topics include sprint planning, user story development, backlog management, daily standups, retrospectives, and agile estimation techniques. Students will learn to facilitate agile ceremonies, manage distributed teams, and adapt to changing requirements.
<b>BU 434 Business Analysis for Project Managers</b>	This course equips project managers with practical business analysis and communication skills to bridge the gap between organizational needs and project delivery. Students will learn to create, analyze, and adapt business requirements to ensure projects deliver real value and align with strategic goals. The course covers the required project management knowledge areas and emphasizes actionable techniques for stakeholder engagement, requirements management, and solution evaluation throughout the project lifecycle. Students will practice using requirements management tools and techniques through hands-on exercises and case studies.

<b>BU 436 Global Project Management and Sustainable Practices</b>	<p>This course provides a framework for leading complex projects in a globalized world, with a strong emphasis on integrating principles of sustainability. Students will explore the unique challenges and opportunities of international project environments, including cultural nuances, geopolitical factors, and diverse regulatory landscapes. A core focus will be on embedding sustainable practices, encompassing environmental stewardship, social equity, and economic viability, throughout the project lifecycle. Students will develop skills to lead distributed teams and deliver projects that balance economic objectives with environmental and social impact.</p>
<b>BU 462 AI and Emerging Technology in Project Management</b>	<p>This course explores how artificial intelligence (AI) and modern technologies transform and enhance project management practices. Students will examine AI and technology applications for project scheduling, risk prediction, and decision support. The course addresses ethical considerations of AI implementation, data privacy, and the changing role of project managers in technology-enhanced environments. Students will gain hands-on experience with AI-powered project management tools and develop strategies for technology adoption.</p>