

**ALERT!**

Students who begin college in September 2014 must follow the Michigan Transfer Agreement (MTA) requirements rather than the MACRAO requirements listed here. New MTA articulation guides will be posted to the EMU Community College Relations website soon. In the meantime, please see a community college counselor for more information about the MTA or look for more information at <http://www.macrao.org/mcm.asp?floor=4>

January 2012

**Macomb Community College – Associate of Business Administration in Marketing  
Eastern Michigan University – Bachelor of Business Administration (with an Approved Business Major)**

**Macomb Community College Courses: Transfer to Eastern Michigan University as:**

<b>MACRAO Requirements</b>	<b>(31-33 credits)</b>	<b>(31-33 credits)</b>
<b>1. English Writing Requirement</b>	<b>(6-8 credits)</b>	<b>(6-8 credits)</b>
Complete a two-course sequence: .....	6-8	Two courses:..... 6-8
ENGL 1180 & 1190 Communication I & 2 (8)		ENGL 120 & 121 Composition I & II (6) +2
ENGL 1210 & 1220 Composition I & 2 (6)		ENGL 120 & 121 Composition I & II (6)
<b>2. Math/Science Requirement</b>	<b>(8 credits)</b>	<b>(8 credits)</b>
<sup>1</sup> Complete one math course: (Complete at Macomb CC) .....	4	One course .....
MATH 1340, 1360, 1370, 1410, 1460 or 1760		If taken at MCC, satisfies EMU's QR math requirement
Choose one lab science course from below: .....	4	One course .....
ASTR 1030 & 1040; BIOL 1000; CHEM 1050, 1060, 1170; GEOL 1140; NATS 1200, 1210, 1310; PHSA 1050; PHYS 1180, 2220		Courses will transfer as equivalent courses or general education credit, or general transfer credit.
<b>3. Humanities Requirement (see note below)</b>	<b>(8 credits)</b>	<b>(8 credits)</b>
<sup>2</sup> Choose from two disciplines except for foreign language .....	8	Two or three courses: .....
ARTT, creative writing, foreign language, HUMN, literature, MUSC, PHIL, theater arts (see note below)		Courses may transfer as equivalent courses, general education credit, or general transfer credit.
<b>4. Social Science Requirement</b>	<b>(9 credits)</b>	<b>(9 credits)</b>
*ECON 1160 Principles of Economics 1 .....	3	ECON 201 Principles of Macroeconomics.....
*ECON 1170 Principles of Economics 2 .....	3	ECON 202 Principles of Microeconomics.....
<sup>2</sup> Complete a course from a discipline below: (see note below) ..	3	One course .....
Anthropology, Geography, History, Political Science, Psychology, Sociology, or Social Science		Courses will transfer as equivalent courses or general education transfer credit or general transfer credit
<b>NOTE: In completing the MACRAO requirements choose one course from the following to satisfy EMU's Perspectives on a Diverse World requirement: <b>Humanities:</b> ENGL 2800, 2810; HUMN 1700, 2000; INTL 2000, 2300, 2700; <b>Social Sciences:</b> ANTH 1000; GEOG 2000; HIST 1700, 2420, 2650; POLS 1600; SOSC 2010; SPCH 2300; <b>Lab Science:</b> NATS 1310</b>		
<b>MCC Program Requirements</b>	<b>(42 credits)</b>	<b>(42 credits)</b>
* ACCT 1080 Principles of Accounting 1 .....	4	ACC 240 Principles of Financial Accounting (3) +1 .....
* BCOM 2050 Business Communications .....	4	MGMT 202 Business Communication (3)+1 .....
* BLAW 1080 Business Law 1 .....	4	LAW 293 Legal Environment of Business (3) +1 .....
* BUSN 1010 Business Enterprise .....	3	COB 200 Introduction to Business .....
* ITCS 1010 Computer & Information Processing Principles ..	4	IS 215 End-User Computing (3) +1 .....
MGMT 1010 Principles of Management .....	3	University Elective.....
MKTG 1010 Principles of Marketing .....	3	University Elective.....
Select 5 courses from the following list: .....	15	University electives .....
MKTG 1020, 1210, 2000, 2020, 2060, 2200,		University Electives
<sup>3</sup> MKTG 2010 Professional Selling (3)		MKTG 261 University elective or (Marketing Major req) (3)
Any PHED Wellness course 2000 or above .....	2	University Elective.....
<b>EMU Requirements (may be completed at MCC or EMU)</b>	<b>(4-9 credits)</b>	
* ACCT 1090 Principles of Accounting 2 .....	4	ACC 241 Principles of Managerial Accounting (3) +1 .....
<sup>4,5</sup> Elective courses .....	0-5	University Electives.....
<b>Credits at MCC: .....</b>	<b>77-82</b>	<b>Credits that transfer to EMU .....</b>
		<b>77-82</b>

\* This course is required for EMU's BBA degree program.

<sup>1</sup> MATH 1340, 1360, 1370, 1410, 1460 or 1760, if completed at MCC, satisfies EMU's QR requirement. If completed at EMU MATH 110 is required, unless Math 104 (Intermediate Algebra) or its equivalent has been completed with a "C" or better, in which case any approved QR course taken at EMU will satisfy the requirement.

<sup>2</sup> See MCC counselor for approved MACRAO courses.

<sup>3</sup> Required course for the Marketing Major at EMU.

<sup>4</sup> The number of elective credits needed varies according to the major chosen. Choose a discipline to major in before completing any electives. The College of Business advisor will assist you in determining if you need electives. See page 8 for requirements to complete the BBA program at EMU.

<sup>5</sup> Contact the EMU COB advisor to determine transferability and applicability of electives to EMU majors.

Note: Substitutions may be made at MCC for courses that transfer as university electives or general transfer credit.

**EASTERN MICHIGAN UNIVERSITY  
ARTICULATION GUIDE**

January 2012

**Macomb Community College – Associate of Business Administration in Marketing  
Eastern Michigan University – Bachelor of Business Administration (with an Approved Business Major)**

**Completion of the BBA Degree with an approved major at EMU**

**Business Core (18 credits)**

DS 265	Business Statistics I.....	3
FIN 350	Principles of Finance.....	3
MGMT 386	Organizational Behavior & Theory.....	3
MGMT 490	Business Policy.....	3
MKTG 360	Principles of Marketing.....	3
OM 374	Introduction to Operations Mgmt.....	3

**Discipline Requirements (21-33 credits)**

Students may complete a major in any of the following areas: accounting (24), accounting information systems (33), computer information systems (30), economics (24), entrepreneurship (24), general business (24), marketing (21-24), management (24), finance (24), supply chain management (27)

**Additional Requirement**

Students must complete one Learning Beyond the Classroom experience or course offered by EMU. Consult College of Business adviser for options.

**Credits at EMU:..... 42-51**

**Minimum Credits to Graduate:..... 124-133**

*NOTE: Students should consult with the COB advisor about completing a writing intensive course in their major.*

*NOTE: If students do not transfer enough credits from the community college, they will need to take some electives at EMU to reach the minimum of 124 credit hours required to graduate. (Students who follow the marketing program at Macomb and select the marketing major at EMU may need to satisfy 3 credit hours of electives at EMU to satisfy the minimum of 42 credits at EMU).*

**Suggested Sequence for completing the program:**

(Courses may not be offered every semester. Consult with a COB advisor to make a program of study plan)

**Semester 1 (15 Credits)**

DS 265	Business Statistics I.....	3
MGMT 386	Organizational Behavior & Theory.....	3
MKTG 360	Principles of Marketing.....	3
Discipline Requirements .....		6

**Semester 2 (6 Credits)**

OM 374	Introduction to Operations Mgmt.....	3
Discipline Requirements .....		3

**Semester 3 (12 Credits)**

FIN 350	Principles of Finance.....	3
Discipline Requirements .....		9

**Semester 4 (9 Credits)**

MGMT 490	Business Policy.....	3
Discipline Requirements .....		6-12

**Semester 5 (0-9 Credits)**

Discipline Requirements .....		(0-3)
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# EASTERN MICHIGAN UNIVERSITY ARTICULATION GUIDE

January 2012

**Macomb Community College – Associate of Business Administration in Marketing  
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## Additional Information:

- In completing the coordinated program of study for this articulation agreement, course substitutions should be made with the guidance of the advisors (indicated below) at both institutions to assure that all requirements are satisfied. Each institution will determine the satisfaction of their individual program and degree requirements. MCC courses indicated with an \* are required for EMU's Bachelor of Business Administration Program.
- Students whose transcripts are endorsed as "MACRAO Satisfied" by the community college will only be required to satisfy three of EMU's general education requirements, noted on the articulation guide and listed below. These requirements may be completed at the most appropriate time for the student whether before or after admission to EMU.
  - an approved course in Quantitative Reasoning: [at MCC: MATH 1340, 1360, 1370, 1410, 1460, or 1760 ] or [at EMU: MATH 110; or if Intermediate Algebra (MATH 104) has been completed with a 2.0 or better, COSC106; MATH 105, 118, 119, 120, 140, 170; PHIL 181; PLSC 210; SOCL 250 or STS 224 can be chosen.]
  - an approved course in Global Awareness or US Diversity: [at MCC: **Humanities:** ENGL 2800, 2810; HUMN 1700, 2000; INTL 2000, 2300, 2700; **Social Sciences:** ANTH 1000; GEOG 2000; HIST 1700, 2420, 2650; POLS 1600; SOSC 2010; SPCH 2300; **Lab Science:** NATS 1310] or [at EMU: refer to the catalog website: <http://www.emich.edu/gened/students/approved.php>]
  - an approved Learning beyond the Classroom course or experience offered by EMU.

*To use MACRAO, students must request that an official community college transcript, with the "MACRAO Satisfied" stamp, be sent to EMU's Admissions Office. Students who do not have "MACRAO Satisfied" on their community college transcript will be required to satisfy EMU's general education requirements as listed in the Undergraduate Catalog. The MACRAO stamp may be completed after admission to EMU, however, students should inform advisors at EMU that they intend to complete MACRAO or they may be advised to complete additional courses for the general education program.*
- Only courses with a grade of "C" or better (2.0 on a 4.0 scale) will be accepted for transfer to EMU.
- Under this agreement, EMU will waive the 60-hour rule and require that a minimum of 42 credit hours must be completed at the four-year college level, of which 30 hours must be in courses offered by EMU, with 15 hours in program requirements, at the 300-level or above. Of the last 30 hours completed before graduating, at least 10 hours must be in courses offered by EMU. A minimum of 124 credit hours, completed in-residence or accepted in transfer, is required for graduation. Courses listed in this guide may be completed at the most opportune time for students, whether before or after admission to EMU, as long as appropriate pre-requisites are satisfied.
- A minimum cumulative GPA of 2.0 is required for admission to EMU. Students with a community college GPA of 3.0 or higher will receive priority admission to the College of Business. Students whose community college GPA's are less than 3.0 may apply and be conditionally admitted to the College of Business for the first semester at EMU and will be regularly admitted after successful completion of at least 12 credits at EMU with a minimum overall EMU (GPA) of 2.5.
- Students are encouraged to contact the College of Business Undergraduate Advising Office early, before completing an admission application to EMU. To facilitate the evaluation of transcript(s), students should indicate use of this articulation guide in their application to EMU and bring a copy of the articulation guide to all advising sessions.

## Effective Dates: January 1, 2012 until January 1, 2015.

This is a renewal of an agreement made in November 2008. Students who began this program prior to the new effective date have the option of changing to this guide. If this agreement is not renewed at the end of the effective period, students who already started the program will be given an additional three years to be admitted to EMU under the terms of this agreement.

## Contacts:

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