

**EASTERN MICHIGAN UNIVERSITY
ARTICULATION GUIDE**

May 2013

**Owens Community College – Associate of Applied Business in Marketing & Sales Technology
Eastern Michigan University – Bachelor of Business Administration with any Approved Business Major**

Owens Community College:	Eastern Michigan University:
Ohio Transfer Module (36 credits)	(36 credits)
I. English Composition (9 credits)	(9 credits)
ENG 111 Composition I3	ENGL 120 English Comp I (university elective)3
ENG 112 Composition II3	ENGL 121 English Composition II3
* ENG 120 Business Communications3	MGMT 202 Business Communication3
II. Mathematics (3 credits)	(3 credits)
¹ MTH 213 Intro to Bus Statistics (complete at Owens)3	MATH 170 Elementary Statistics3
III. Arts/Humanities (6 credits)	(9 credits)
SPE 101 Public Speaking3	CTAC 124 Fundamentals of Speech3
² Complete one course:3	Perspectives on a Diverse World Requirement3
AAS 101, 120; ENG 215, 225, 251, 252;	
HIS 152, 270; HUM 275; or MUS 105	
IV. Social Science (9 credits)	(9 credits)
* ECO 201 Microeconomics3	ECON 202 Principles of Microeconomics3
* ECO 202 Macroeconomics3	ECON 201 Principles of Macroeconomics3
Elective (PSY 101, 111 or SOC 101 recommended)3	University Elective3
V. Science (6 credits)	(6 credits)
A minimum of 6 semester hours is required and at least one course must be a laboratory course:6	Two courses:6
AST 101, BIO 101, 201, 202, 211, 212, 213, 239; CHM 121, 122, 201; CLW 105, 215, 217; PHY 201, 202, 221, 222	
Additional Transfer Module Credit (3 credits)	(3 credits)
Choose from courses approved by OCC to satisfy the Ohio Transfer Module.	Courses may transfer as equivalent courses, General Education transfer credit, or general transfer credit.
Owens Program Requirements (49 credits)	(49 credits)
* ACC 101 Intro Financial Accounting3	ACC 240 Prin of Financial Accounting3
* ACC 102 Intro Managerial Accounting (Business Elec)3	ACC 241 Prin of Managerial Accounting3
BUS 102 College & Career Professionalism1	University Elective1
* BUS 101 Contemporary Business3	COB 200 Introduction to Business3
³ BUS 120 Principles of Management3	University Elective3
* BUS 200 The Legal Environment of Business3	LAW 293 Legal Environment of Business3
FIN 215 Personal Financial Management3	University Elective3
* IST 131 Computer Concepts and Applications3	IS 215 End-User Computing3
¹ MTH 125 Modern Business Math (complete at Owens)3	MATH 118 Linear Models and Probability3
³ MKT 101 Marketing3	University Elective3
⁴ MKT 125 Personal Selling3	MKTG 261 Contemporary Selling (Major requirement)3
MKT 210 Market Planning & Management3	University Elective3
MKT 225 Sales Management3	University Elective3
MKT 230 Marketing of Service Business3	University Elective3
MKT 242 Marketing on the web3	MKTG No Credit0
MKT 270 Market Information & Consumer Analysis3	University Elective3
MKT Elective: MKT 115, 245 or 2523	University Elective3
Credits at Owens: 85	Credits that transfer to EMU 85

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

¹ MTH 125 or MTH 213, if completed at Owens, will satisfy EMU's quantitative reasoning requirement. If completed at EMU, MATH 110 is required to satisfy QR, unless intermediate algebra has been completed with a "C" or better, in which case any QR approved course may be chosen to meet the requirement

² Satisfies EMU's Perspectives on a Diverse World requirement.

³ EMU offers Validation exams for MGMT 386 and MKTG 360. Upon successful completion of an exam, students receive 3 credits in lieu of the designated course.

⁴ Required for EMU's Marketing major.

NOTE: EMU will accept substitutions for courses on this page that transfer as university electives or general transfer credit.

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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
¹ MGMT 386	Organizational Behavior & Theory.....	3
MGMT 490	Business Policy	3
¹ MKTG 360	Principles of Marketing	3
OM 374	Intro to Production/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 advisor for options.

²Credits at EMU:42-51

***Minimum Credits to Graduate: 124**

Consult College of Business advisor for options to complete the writing intensive course in the major.

Suggested Sequence for completing the program:

Math requirement (MTH 125 or 213 at Owens) and IS 215 (IST 131 at Owens) must be completed before taking DS 265.

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

Fall Semester (15 Credits)

DS 265	Business Statistics I.....	3
FIN 350	Principles of Finance	3
MKTG 360	Principles of Marketing.....	3
Discipline Requirements.....		6

Winter Semester (15 Credits)

MGMT 386	Organizational Behavior & Theory	3
OM 374	Intro to Production/Operations Mgmt.....	3
Discipline Requirements.....		9

Fall Semester (12 Credits)

MGMT 490	Business Policy	3
Discipline Requirements.....		9

Winter Semester (0-9 Credits)

Discipline Requirements.....		(0-9)
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¹ This requirement may be waived by validation exam.

² Marketing majors may be able to complete the degree with a minimum of 39 credits at EMU.

*The minimum credits required to graduate is 124 but the total will vary depending on the business discipline completed at EMU and the program completed at Owens. If enough credits are not transferred from Owens, additional credits may need to be completed at EMU to satisfy the minimum required for graduation.

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Additional Information:

1. 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. Owens courses indicated with an * are required for EMU's Bachelor of Business Administration Program.
2. Students whose transcripts are endorsed as "Ohio Transfer Module Completed" will only be required to meet EMU's three general education requirements, noted on the articulation guide and listed below. These may be completed at the most convenient time for the student, whether before or after admission to EMU.
 - a) an approved course in Quantitative Reasoning: [MTH 125, MTH 126, or MTH 213 at Owens] or at EMU: [MATH 110 or if Intermediate Algebra is completed with a 2.0 or better, MATH 105, 118, 119, 120, 140, 170; or SOCL 250 can be chosen at EMU.]
 - b) an approved course in Global Awareness or US Diversity: [AAS 101, 120; ENG 215, 225, 251, 252; HIS 152, 270; HUM 275; MUS 105; or SOC 220 at Owens] or [at EMU: refer to the online catalog: <http://www.emich.edu/gened/students/approved.php>]
 - c) an approved Learning Beyond the Classroom course or experience offered by EMU [See EMU College of Business advisor for options]

To use the Ohio Transfer Module, students must request an evaluation of their transcript from the community college Registrar's Office. Students who do not satisfy the Ohio Transfer Module will have to satisfy EMU's general education requirements as listed in the Undergraduate Catalog. (This includes additional arts and humanities courses.) The OTM may be completed after admission to EMU, however, students should inform advisors at EMU of their intention, or they may be advised to complete additional courses for the general education program.
3. Only courses with a grade of "C" or better (2.0 on a 4.0 scale) will be accepted for transfer to EMU.
4. Under this agreement, EMU will waive the 60-hour rule and require that a minimum of 39 credit hours must be completed at the four-year college level, with 30 hours in courses offered by EMU, 21 hours of which must be in the program. 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. The Ohio Transfer Module requirements listed in this guide may be completed at the most appropriate time for student, whether before or after admission to EMU.
5. 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.
6. 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. Copies of the articulation guide are available on EMU's webpage at: www.emich.edu/ccr/artguide.php.

Effective Dates: May 1, 2013 until April 30, 2016. This is a renewal of an agreement made October 2009. If this agreement is not renewed at the end of the effective period, students who already started the program will be given three additional years to be admitted to EMU under the terms of this agreement.

Contacts:

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