

BUSINESS ARTICULATION AGREEMENT GUIDE

**Delta College – ABS in Marketing Management
Eastern Michigan University – BBA (Any Business Major)**

Delta College Courses:	Transfer to Eastern Michigan University as:
Michigan Transfer Agreement (MTA) Requirements (30 credits)	
Students with the MTA endorsement on their community college transcript have satisfied EMU's General Education Core Requirements and will be required to complete only the General Education Application Requirements of one Perspectives on a Diverse World course, one Learning beyond the Classroom experience, and a writing intensive course in the major. <u>Courses listed below for the MTA also satisfy program requirements at EMU and/or Delta.</u> Go to Delta's website to see courses that apply to the MTA.	
1. A Course in English Composition	
¹ Choose an approved course from the MTA list..... 3	University Elective 3
2. A Second Course in English Composition or a Course in Communication	
Choose an approved course from the MTA list..... 3	University Elective 3
3. A Course in Mathematics	
MTH 208W or 209W Statistics (in place of MGT 110) 4	STAT 170 Elem Stats or DS 250 Business Stats 4
4. Two Courses in Natural Science from different disciplines (one lab required)	
Choose two courses from the approved MTA list..... 7-8	University Electives 7-8
5. Two Courses in Humanities from different disciplines	
Choose two courses from the approved MTA list 6	University Elective 6
6. Two Courses in Social Science from different disciplines	
*ECN 221W Principles of Macroeconomics 4	ECON 201 Principles of Macroeconomics (3)+1 4
POL Any approved POL course..... 3	University Elective 3

If needed, complete additional courses in any of the above categories to satisfy the 30 credit minimum for the MTA.

Delta Marketing Management Program Requirements (55 credits)	
* ⁴ ACC 211 Principles of Financial Accounting..... 4	ACC 240 Principles of Financial Accounting (3)+1 4
* CST 133W Computer Concepts & Competencies 4	IS 215 Information Systems for Business (3)+1..... 4
* MGT 153W Introduction to Business..... 3	COB 200 Introduction to Business 3
* MGT 251W Business Law 1 3	LAW 293 Legal Environment of Business 3
MGT 145 Principles of Sales..... 3	MKTG 261 Contemporary Selling..... 3
³ MGT 265 International Business..... 3	IB 210 International Business 3
* OAT 152 Business Communication II..... 3	MGMT 202 Business Communications 3
Additional program requirements 31	University Electives 31
<i>CST 134, 147; LW course; MGT 143, 243, 245, 247, 254, MGT Electives; OAT 151</i>	

EMU Requirements that may be completed at Delta or EMU (4 credits)	
* ACC 212 Principles of Managerial Accounting 4	ACC 241 Principles of Managerial Accounting (3)+1 4
*ECN 222W Principles of Microeconomics 4	ECON 202 Principles of Microeconomics (3)+1 4

****Credits at Delta: 89 Credits that transfer to EMU 73-82**

^{*} Required for EMU's BBA degree program. If not transferred, must be completed at EMU.
^{**} Students who complete the associate degree with 63 credits or higher may use this articulation agreement but must complete any EMU requirements listed with an asterisk, including general education, at EMU.
¹ Must complete MTA or MACRAO, or WRTG 121 and CTAC 124 at EMU with a minimum grade of a "C-" or a minimum grade of a "C" at Delta in ENG 112 and COM 112.
² Students who completed a statistics course at Delta may complete DS 251 at EMU. If statistics has not been completed, students may take (DS 250 & 251) or DS 265 at EMU, depending on math placement scores.
³ Satisfies "Perspectives on a Diverse World" Requirement for EMU. If not transferred to EMU, choose from the Perspectives list at EMU.
⁴ Delta approved substitution for ACC 121.

[Sign up for this articulation agreement:](#) **If you let us know you are using this articulation agreement we can stay in touch with you and provide information and advising to you while you are still at your community college.**

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Completion of EMU's BBA Program

Major Requirements (42-51 credits)

Business Core (18 credits)

¹ DS 251 Business Stats/Decision Making or (DS 265)	3
FIN 350 Principles of Finance.....	3
MGMT 386 Organizational Behavior and Theory	3
MGMT 490 Business Policy	3
MKTG 360 Principles of Marketing	3
OM 374 Introduction to Operations Management	3

Discipline Requirements (24-33 credits)

Students may choose any of the following areas to complete discipline requirements:

Accounting, accounting information systems, computer information systems, economics, entrepreneurship, general business, marketing, management, finance, or supply chain management. See the undergraduate catalog for discipline requirements. **Note:** Each student must complete a writing intensive course as part of the major. Consult your advisor for course options.

LBC Requirement (0-3 credits)

One Learning Beyond the Classroom (LBC) course or noncredit experience must be completed at EMU. Consult College of Business advisor for options.

Credits at EMU:42-51

Transfer Credits:73-82

*** Minimum Credits to Graduate:** 124

Sample Sequence for completing the program

Students following this agreement have the option of selecting any of the following disciplines to complete the BBA: accounting, accounting information systems, computer information systems, economics, entrepreneurship, general business, marketing, management, finance, or supply chain management. A minimum of 42 credits must be completed at EMU. Additional credits may be required depending on the discipline chosen or the amount of credits remaining to meet the minimum graduation requirements of 124.

DS 265 or DS 251 must be completed in the first semester at EMU.

First Semester (12-15 credits)

¹ DS 251 F,W,S or DS 265 F,W,S	3
FIN 350 F,W,S, Prereq: ACC 240	3
MKTG 360 F,W,S, online	3
Discipline Requirements or Electives	3-6

Second Semester (12-15 credits)

MGMT 386 F,W,S, online	3
OM 374 F,W,S, online	3
Discipline Requirements or Electives	6-9

Third Semester (12-15 credits)

MGMT 490 F,W,S, online, Concur Prereq: OM 374	3
Discipline Requirements or Electives	9-12

Fourth Semester (6-15 credits)

Discipline Requirements or Electives	6-15
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¹ Required Business foundation course. Must be completed before formal admission to the BBA program. Students who completed a statistics course at Delta may complete DS 251 at EMU. If statistics has not been transferred, students may take DS 250 and DS 251 or DS 265, depending on math placement scores. See page 3 for admission requirements.

* 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 Delta. If enough credits are not transferred, additional credits will need to be completed at EMU to satisfy the minimum required for graduation.

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Additional Information:

1. Each institution will determine the satisfaction of their individual program and degree requirements. Both institutions agree to accept transferrable courses from each other and from other regionally accredited institutions. Delta courses indicated with an * are required for EMU's BBA degree. Substitutions for these courses must be approved by the EMU program coordinator.
2. Students with the MTA endorsement on their community college transcript have satisfied EMU's General Education Core Requirements and will be required to complete only the General Education Application Requirements of one "Perspectives on a Diverse World" course, one "Learning Beyond the Classroom" experience, and a "Writing Intensive" course in the major. The Perspectives on a Diverse World requirement may be transferred to EMU.
To use the Michigan Transfer Agreement (MTA), students must have an official community college transcript, with the "MTA Satisfied" endorsement sent to EMU's Admissions Office. Students who do not have "MTA Satisfied" on their community college transcript, will be required to satisfy EMU's general education requirements as applied to transfer students. The MTA may be completed after admission to EMU, however, students should inform their advisors or they may be advised to complete additional courses for the general education program. Students who enrolled in college prior to fall semester 2014 will have until the end of summer semester 2019 to complete the MACRAO agreement. If already on the transcript, the MACRAO designation will be accepted at EMU after summer semester 2019.
3. Only courses with a grade of "C" or better (2.0 on a 4.0 scale) will be accepted for transfer to either institution.
4. Under this agreement, EMU will waive the 60-hour rule and require that a minimum of 42 credit hours must be completed in at the four-year college level, with at least 30 credits offered by EMU courses, with at least 15 hours in the program at the 300-level or above. Of the last 30 hours completed before graduating, a minimum of 10 credit 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.
5. To be admitted to the COB, students must have completed all 12 pre-admission courses and have an EMU gpa of a 2.5 or higher. Students that have completed all of the pre-admission business foundation courses except DS 265 or DS 251 will need to successfully complete DS 265 or DS 251 in his/her first semester at EMU. Students missing pre-admission business foundation courses beyond DS 265 or DS 251 should consult with an EMU advisor to plan how to complete those courses.
6. Students are encouraged to contact the College of Business Undergraduate Advising Office before applying to EMU. To facilitate advising and the evaluation of transcripts, [sign up for this articulation agreement](#) and bring a copy of this articulation guide to all advising sessions.

Effective Dates: September 1, 2018 through August 31, 2021.

This is a renewal of an agreement made in October 2005 and renewed in September 2008 and January 2012. This agreement is consistent with the 2018-2019 catalog. Students have until summer 2026 to graduate from Eastern Michigan University following this agreement. In the event that a student does not complete the program within seven years, they may be required to have their credits reevaluated using the requirements of the current articulation guide.

Contacts:

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