

**BBA ARTICULATION AGREEMENT GUIDE**

Lansing Community College – **Business, Enhanced A.B., Field Sales and Marketing Track**  
 Eastern Michigan University – **BBA with any Business Major**

---

<b>Lansing Community College Courses:</b>	<b>Eastern Michigan University Courses:</b>
---	---

---

**LCC Field Sales and Marketing AB Program Requirements (69 credits)**

ACAD 100 First Year College Experience..... 1	AACR General Transfer Credit..... 1
*ACCG 210 Principles of Accounting I..... 4	ACC 240 Principles of Financial Accounting (3) +1..... 4
*BUSN 118 Introduction to Business..... 3	COB 200 Introduction to Business..... 3
*ECON 201 Principles of Economics-Micro..... 4	ECON 202 Principles of Microeconomics (GEKS) (3) +1..... 4
*LEGL 215 Business Law- Basic Principles..... 3	LAW 293 Legal Environment of Business..... 3
MGMT 150 Managing Customer Relations..... 3	MGMT 000 General Transfer Credit..... 3
MGMT 200 Creative Thinking for Business..... 3	MGMT 000 General Transfer Credit..... 3
MGMT 225 Principles of Management..... 3	MGMT 000 General Transfer Credit..... 3
MKTG 119 Mktg/Manage Your Process Image..... 3	AACR General Transfer Credit..... 3
MKTG 120 Sales..... 3	MKTG 261 General Transfer Credit..... 3
MKTG 130 Retailing..... 3	MKTG 000 General Transfer Credit..... 3
MKTG 140 Advertising..... 3	MKTG 000 General Transfer Credit..... 3
MKTG 200 Principles of Marketing..... 3	MTKG 000 University Elective..... 3
MKTG 202 Managerial Marketing..... 3	MKTG 000 General Transfer Credit..... 3
MKTG 204 Marketing Research..... 3	MKTG 000 General Transfer Credit..... 3
MKTG 210 Marketing on the Internet..... 3	MKTG 000 General Transfer Credit..... 3
MKTG 221 Consumer Behavior..... 3	MKTG 000 General Transfer Credit..... 3
MKTG 235 Marketing Internship..... 3	MKTG 000 General Transfer Credit..... 3
<sup>1</sup> STAT 170 Introduction to Statistics..... 4	STAT 170 Elementary Statistics (GEQR)..... 4
Choose one from: BIOL 120 or 125..... 4	ENVI 107 (3)+1 (GEGA) or BIO 105 (GEKN)..... 4
Choose one from: COMM 110 or 130..... 3	COMM 124 Found of Speech Communication (GEEC)..... 3
Choose one from: ENGL 121 or 131..... 4	WRTG 120 General Transfer Credit (3)+1..... 4

**LCC Business, Enhanced AB Field Sales and Marketing Track Requirements (26-30 credits)**

*ACCG 211 Principles of Accounting II..... 4	ACC 241 Principles of Managerial Accounting (3) +1..... 4
*CITF 110 Intro Computer Info Systems..... 3	IS 215 Information Systems for Business..... 3
*ECON 202 Principles of Economics-Macro..... 4	ECON 201 Principles of Macroeconomics (3) +1..... 4
*ENG 127 Business Writing..... 3	MGMT 202 Business Communication..... 3
<sup>2</sup> Choose two MTA Humanities/Fine Arts courses from different Disciplines (Recommend: MUSC 199; PHIL 101)..... 6	GEKA (Arts) or GEKH (Humanities)..... 6
<sup>2</sup> Choose a non-BIOL MTA Natural Science course (ASTR 131; CHEM 135; GEOG 221; ISCI 131)..... 3-4	GEKN (Natural Sciences)..... 3-4
<sup>2</sup> Choose a non-ECON MTA Social Science course that also meets EMU's Perspectives on a Diverse World Requirement (ANTH 270, COMM 280)..... 3	GEGA (Perspectives on a Diverse World Requirement)..... 3

**Michigan Transfer Agreement (MTA) Requirements**

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 (can transfer from LCC), one Learning Beyond the Classroom experience, and a Writing Intensive course in the major. For LCC approved MTA courses go to LCC's website. If the MTA endorsement is not completed, students will be required to complete [EMU general education](#) through credit transferred or at EMU.

---

<b>Credits at LCC:..... 69-99</b>	<b>Credits that transfer to EMU..... 69-82</b>
-----------------------------------	--

---

\* Required for EMU's BBA with any Business Major program. If not transferred, must be completed at EMU.

<sup>1</sup> STAT 170 or 215 (STAT 170) will apply as a prerequisite for DS 251.

<sup>2</sup> Courses are recommended as they meet EMU general education requirements and MTA requirements.

Note: WRTG 121 and COMM 124 must be completed and transferred with a grade of "C" or higher, or students must have the MTA endorsement.

A minimum of 42 credits are required to be taken at EMU under this agreement.

**Sign up with us:** 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.

**BBA ARTICULATION AGREEMENT GUIDE**

Lansing Community College – **Business, Enhanced A.B., Field Sales and Marketing Track**  
 Eastern Michigan University – **BBA with any Business Major**

**Completion of EMU's BBA Program****Major Requirements (42-60 credits)****Business Core (18 credits)**

DS 251 or DS 265 .....	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 Production/Operations Mgmt ...	3

**Discipline Requirements (24-33 credits)**

Students may complete discipline requirements in any of the following areas:

accounting, accounting information systems, computer information systems, economics, entrepreneurship, general business, marketing, management, finance, supply chain management, international business (additional credits required, see [catalog](#) for options)

**Writing Intensive Requirement**

Each

student must complete a writing intensive course as part of the major. Consult your advisor for course options.

**LBC Requirement**

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

**Minimum Credits at EMU: .....42-55**

**Transfer Credits:.....69-82**

**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, computer information systems, economics, entrepreneurship, general business, marketing, management, finance, or supply chain management. The recommended course sequence for each discipline can be obtained from the COB Advising Center.*

**First Semester 12-14 credits**

FIN 350 F,W,S, prereq: ACC 240 .....	3
MKTG 360 F,W,S, online .....	3
Discipline Requirements or Electives .....	6-8

**Second Semester 12-14 credits**

MGMT 386 F,W,S, online .....	3
OM 374 F,W,S, online, prereq: DS 265 .....	3
Discipline Requirements or Electives .....	6-8

**Third Semester 12-14 credits**

MGMT 490 F,W,S, online, prereq: OM 374.....	3
Discipline Requirement or Elective.....	9-11

**Fourth Semester 6-13 credits**

Discipline Requirements or Electives .....	6-13
--	------

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

## BBA ARTICULATION AGREEMENT GUIDE

Lansing Community College – **Approved Business Programs**

Eastern Michigan University – **BBA with any Business Major**

### Additional Information:

1. Each institution will determine the satisfaction of their individual program and degree requirements. Both institutions agree to accept transferable courses from each other and from other regionally accredited institutions. LCC courses indicated with an \* are required for EMU's BBA with any Business Major. 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. If already on the transcript, the MACRAO designation will be accepted at EMU after August 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 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. Students must satisfy all admission requirements at the time of application for admission to EMU, including submitting transcripts from all previously attended colleges. LCC students will receive equal consideration with other students for course registration and financial aid.
6. 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 who have completed all of the pre-admission business foundation courses except DS 265 or 251 will need to successfully complete one of those courses in their first semester enrolled at EMU. Students missing pre-admission business foundation courses beyond DS 265 or 251 should meet with an EMU COB advisor to make a plan to complete the courses.
7. Students are encouraged to contact EMU's College of Business advising center 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 Date: September 1, 2021 until August 31, 2024.

This is a renewal of an agreement made in December 2005 and renewed in September 2008, January 2012 and September 2018. This agreement is consistent with the 2021-2022 catalog. Students have until summer 2029 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:

#### Lansing Community College

Academic Advising  
517.483.1957 (option 4)  
[eadvising@lcc.edu](mailto:eadvising@lcc.edu)

#### Eastern Michigan University

College of Business Advising  
734.487.2344  
[cob.undergraduate@emich.edu](mailto:cob.undergraduate@emich.edu)