

**BUSINESS ARTICULATION AGREEMENT GUIDE**Macomb Community College – **ABA in Marketing**Eastern Michigan University – **BBA with Any Approved Business Major****Macomb Community 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 EMU General Education Application Requirements of one Perspectives on a Diverse World course, one Learning Beyond the Classroom experience, and one writing intensive course in the major. Courses listed below for the MTA will also satisfy major requirements at MCC or EMU. Students who started before Fall 2014 have until August 2019 to complete the MACRAO agreement. For courses approved to satisfy the MTA, go to [Macomb's website](#). Students who do not complete the MTA or MACRAO must complete EMU's general education program.

**1. A course in English Composition**

<sup>1</sup> Choose from the approved MTA list .....	3-4	University Elective .....	3-4
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**2. A course in English Composition or Communication**

<sup>1</sup> Choose from the approved MTA list .....	3-4	University Elective .....	3-4
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**3. A course in Mathematics**

<sup>2</sup> MATH 1340 Statistics.....	4	STAT 170 Elementary Stats or DS 250 Bus Statistics .....	4
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**4. Two courses in Natural Science from different disciplines (one lab required)**

Choose from the approved MTA list.....	7-8	University Elective .....	7-8
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**5. Two courses in Humanities from different disciplines**

Choose from the approved MTA list.....	6	University Elective .....	6
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**6. Two courses in Social Science from different disciplines**

* ECON 1160 Principles of Economics 1.....	3	ECON 201 Principles of Macroeconomics.....	3
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PSYC 1010 Introductory Psychology .....	3	PSY 101 University Elective .....	3
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**If needed, complete an additional course in any of the above categories to meet the 30 credit minimum for the MTA.**

\***EMU's Perspectives on a Diverse World requirement: Complete one course from the following list:**

*Courses on this list will satisfy an MTA area above:* **Communication:** SPCH 2300; **Natural Science:** BIOL 1310; ENV5 1050; **Humanities:** ENGL 2800, 2810; INTL 2000, 2300, 2800; **Social Sciences:** ANTH 1000; ECON 2110; GEOG 2000; HIST 1260, 1700, 2375, 2420, 2520, 2650; INTL 2500, 2700; POLS 1600; or SOCY 2550; SOSC 2010

**MCC Marketing Requirements (43 credits)**

* ACCT 1080 Principles of Accounting 1.....	4	ACC 240 Principles of Financial Accounting (3) +1.....	4
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* BCOM 2050 Business Communications.....	4	MGMT 202 Business Communication (3)+1.....	4
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* BLAW 1080 Business Law 1.....	4	LAW 293 Legal Environment of Business (3) +1.....	4
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* BUSN 1010 Business Enterprise.....	3	COB 200 Introduction to Business .....	3
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* ITCS 1010 Computer & Information Processing Principles ..	4	IS 215 End-User Computing (3) +1.....	4
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<sup>3</sup> MKTG 2060 Consumer Behavior .....	3	MKTG 261 University elective or (Marketing Major reqmt)....	3
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Additional Marketing Program Requirements .....	21	University Elective .....	21
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MGMT 1010, MKTG 1010, MKTG 2300 and

2 courses from: MKTG 1020, 1050, 1210, 2010, 2020; BUSN 2060

2 courses not previously taken from: MKTG 1020, 1050, 1210, 1510, 1810, 2010, 2020; BUSN 2060

**EMU Requirement that may be completed at MCC or EMU (7-9 credits)**

* ACCT 1090 Principles of Accounting 2.....	4	ACC 241 Principles of Managerial Accounting (3) +1 .....	4
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* ECON 1170 Principles of Economics 2.....	3	ECON 202 Principles of Microeconomics .....	3
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Open Elective (Not to exceed 79-82 credits at MCC) .....	0-2	University Elective .....	0-2
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*Contact an EMU College of Business advisor to determine how many, if any, electives are needed*

<b>Maximum Credits at MCC:.....</b>	<b>80-82</b>	<b>Credits that transfer to EMU:.....</b>	<b>80-82</b>
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\* Required for EMU's BBA degree.

<sup>1</sup> Must complete MTA or MACRAO, or (ENGL 1190 or ENGL 1220 [WRWG 121]) and SPCH 1060 (CTAC 124) with a grade of a "C" or higher if transferred in.

<sup>2</sup> Students who completed a statistics course at MCC 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.

<sup>3</sup> Required for EMU's Marketing major.

**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.**

**BUSINESS ARTICULATION AGREEMENT GUIDE**Macomb Community College – **ABA in Marketing**Eastern Michigan University – **BBA with Any Approved Business Major****Completion of EMU's BBA Program****Major Requirements (42-51 credits)****Business Core (18 credits)**

DS 251	Bus Stats for Decision Making (or DS 265) .....	3
FIN 350	Principles of Finance .....	3
MKTG 360	Principles of Marketing .....	3
MGMT 386	Organizational Behavior & Theory.....	3
OM 374	Intro to Production/Operations Mgmt.....	3
MGMT 490	Business Policy .....	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

**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.

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

**Transfer Credits:** .....80-82

**\*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. The recommended course sequence for each discipline can be obtained from the COB Advising Center.

**Fall Semester (15 credits)**

<sup>1</sup> DS 251 F,W,S or DS 265 F,W,S.....	3
MGMT 386 F,W,S, online.....	3
MKTG 360 F,W,S, online.....	3
Discipline Requirements or Electives .....	6

**Winter Semester (15 credits)**

FIN 350 F,W,S, Prereq: ACC 240 .....	3
Discipline Requirements or Electives .....	12

**Summer Semester (12 credits)**

MGMT 490 F,W, S, online, Concur Prereq: OM 374.....	3
OM 374 F,W,S, online, Prereq: DS 251 or DS 265.....	3
Discipline Requirements or Electives .....	6

**Fall Semester (0-9 credits)**

Discipline Requirements or Electives .....	0-9
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<sup>1</sup> Required business foundation course. Must be completed before formal admission to the BBA program. Students who completed a statistics course at MCC may complete DS 251 at EMU. If statistics has not been transferred, students may take (STAT 170 or DS 250) and DS 251 or DS 265, depending on the 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 MCC. If sufficient credits aren't transferred, additional credit may need to be completed at EMU to satisfy the minimum required for graduation.

## BUSINESS ARTICULATION AGREEMENT GUIDE

Macomb Community College – **ABA in Marketing**

Eastern Michigan University – **BBA With An Approved Business Major**

### Additional Information:

1. Each institution will determine the satisfaction of their individual program and degree requirements. Both MCC and EMU agree to accept transferable courses from each other and from other regionally accredited institutions. MCC 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 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 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.
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. Copies of this agreement are available at [www.emich.edu/ccr/artguide.php](http://www.emich.edu/ccr/artguide.php). To facilitate advising and the evaluation of transcripts, [sign up for this articulation agreement](#) and bring a copy of the articulation guide to all advising sessions.

### Effective dates: September 1, 2018 until August 31, 2021.

This is a renewal of an agreement made in October 2008 and renewed in 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:

**Macomb Community College**

**Eastern Michigan University**

COB Undergrad Advising Center

306 Owen Bldg, 734-487-2344

email: [cob.undergraduate@emich.edu](mailto:cob.undergraduate@emich.edu)