

BACCALAUREATE DEGREE PLAN
Associate in Arts (AA) to Bachelor of Science in Business Administration - Concentration in Marketing and MIS

North Carolina Community College Course		Specific Community College Course Required	Elizabeth City State University Course		
	<i>Course credit</i>			<i>Course credit</i>	
ENG 111 Writing and Inquiry	3 SHC		ENGL 102 Composition I	3 SHC	
ENG 112 Writing/Research in the Disciplines	3 SHC		ENGL 103 Composition II	3 SHC	
Communications/Humanities/Fine Arts (from min 2 diff disc)	9 SHC	COM 231 Public Speaking	Humanities and Fine Arts A	3 SHC	
		Literature I or ENG 232 American Literature II or ENG 241 British Literature I or ENG 242 British Literature II	ENGL 201/202 World Literature I/II	3 SHC	
			Humanities and Fine Arts B	2 SHC	
Social and Behavioral Sciences (must come from at least two disciplines)	9 SHC	HIS 111 World Civilization I or HIS 112 World Civilization II	Social and Behavioral Science A	3 SHC	
		ECO 251 Principles of Microeconomics	Social and Behavioral Science B	3 SHC	
		ECO 252 Principles of Macroeconomics	Social and Behavioral Science B	3 SHC	
Mathematics	4 SHC	MAT 171 Precalculus Algebra	Natural Science and Mathematics A	3 SHC	
Natural Sciences	4 SHC		Natural Science and Mathematics B	4 SHC	
Additional General Education Hours	13 SHC	CIS 110 Introduction to Computers	BUAD 190 Management Information System I	3 SHC	
		PSY 150 General Psychology	PSY 212 General Psychology	3 SHC	
		PHI 240 Introduction to Ethics	BUAD 240 Ethics (MNGT 221 and MRKT 231)	3 SHC	
			Additional Elective credit (includes credit from Humanities and Fine Arts B and/or Mathematics if applicable)	6 SHC	
Other Required Hours	15 SHC	ACA 122 College Transfer Success	UNIV 110 Freshman Seminar I	1 SHC	
		PED Physical Activity Course (1 credit)	Physical Activity Courses	1 SHC	
		HEA 110 Personal Health & Wellness	HLTH 185 Health Concepts	2 SHC	
		BUS 115 Introduction to Business	BUAD 115 Introduction to Business	3 SHC	
		ACC 120 Prin. of Financial Accounting	ACCT 210 Financial Accounting (BUAD 115)	3 SHC	
			BUS 228 Business Statistics	ECON 260 Bus & Econ Statistics I (MATH 115 or MATH 118)	3 SHC
				Additional Elective credits	2 SHC
TOTAL SEMESTER HOURS	60 SHC		TOTAL SEMESTER HOURS	60 SHC	
If take this at an NC Community College, it would satisfy the requirement in column D			COURSES TO BE TAKEN AT ECSU (prerequisite)		
ACC 121 Prin. Of Managerial Accounting	3 SHC		ACCT 220 Managerial Accounting (ACCT 210)	3 SHC	
			BUAD 200 Business Communication (BUAD 115 and ENGL 103)	3 SHC	
BUS 115 Business Law I	3 SHC		BUAD 241 Business Law I (BUAD 115)	3 SHC	
BUS 137 Principles of Management	3 SHC		MNGT 221 Principles of Management (BUAD 115)	3 SHC	
MKT 120 Principles of Marketing	3 SHC		MRKT 231 Principles of Marketing (BUAD 115)	3 SHC	
			BMIS 380 Management Information System II (BUAD 190)	3 SHC	
			BFIN 311 Principles of Finance (ACCT 210 and ECON 201 and ECON 202)	3 SHC	
			BUAD 360 Quantitative Methods for Bus & Econ (ECON 260)	3 SHC	
			BUAD 490 Internship I (MNGT 221 and MRKT 231 and ACCT 210 and BUAD 190)	3 SHC	
			ECON 455 International Economics (MNGT 221 and MRKT 231 and BFIN 311) or BUAD 456 International Business (BFIN 311 and MNGT 221 and MRKT 231) or BFIN 455 International Finance (BFIN 311)	3 SHC	

			BUAD 455 Strategic Management (BFIN 311 and MNGT 221 and MRKT 231)	3 SHC
			BMIS 386 Business System Analysis & Design (BMIS 380)	3 SHC
			MRKT 332 Consumer Behavior (MRKT 231)	3 SHC
			MRKT 432 Marketing Management (MNGT 221 and MRKT 231)	3 SHC
			BUAD 489 Project Management (BMIS 380)	3 SHC
			General Elective	3 SHC
			Concentration Electives (choose 2 Marketing and 2 Information Systemes courses from the list below)	12 SHC
			BUAD 365 Business Research & Report Writing (ECON 260) or MRKT 365 Marketing Research (ECON 260)	
			MRKT 333 Sales Management (MRKT 231)	
			BMIS 485 Business Intelligence & Analytics (BMIS 380 and ECON 260)	
			BMIS 475 Database Management System (BMIS 380)	
			BMIS 425 IT & Cybersecurity Management (BMIS 380)	
			MRKT 331 Advertising & Promotion (MRKT 231)	
			MRKT 431 Retailing (MRKT 231)	
			BUAD 341 Management Concept for Projects	
			BUAD 342 Technical Writing for Project Managers (BUAD 341)	
			BUAD 343 Experiential Learning in Project Management	
			BMIS 398 Special Topics in MIS	
			BUAD 423 E-Commerce (BMIS 380)	
			MRKT 398 Special Topics in Marketing	
			Total credits at ECSU (can be reduced by transferring in courses in Column A that correspond to courses at ECSU)	75 SHC

If you complete your AS at a North Carolina Community College, any General Education course that you have not taken that is required at Elizabeth City State University will be waived EXCEPT for those courses specified by the major program as required General Education courses.

Please note: The following ECSU General Education courses cannot be waived per the CAA: General education/cognate courses required for major, health, exercise, foreign language (if required for major). These courses are required for graduation from ECSU. Students may complete these courses as part of their AA or AS degree with a grade of C or higher and transfer credit to ESU to fulfill these course requirements.

Reviewed by: Debjani Kanjilal
Date of Review: 06/17/21