

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

North Carolina Community College Course	Course credit	Specific Course Required	Elizabeth City State University Course	Course credit
ENG 111 Writing and Inquiry	3 SHC		ENGL 102 Composition I	3 SHC
ENG 112 Writing/Resarch in the Disciplines Communications/Humanities/Fine Arts (from min 2 diff disc)	3 SHC		ENGL 103 Composition II	3 SHC
	6 SHC	COM 231 Public Speaking	SPCH 314 Public Speaking	3 SHC
Social Behavioral Sciences from at least two disciplines	6 SHC		ENGL 201/202 World Literature I/II	3 SHC
			Social and Behavioral Science A	3 SHC
		ECO 251 Principles of Microeconomics	Social and Behavioral Science B	3 SHC
Mathematics	8 SHC	MAT 171 Precalculus Algebra	Natural Science and Mathematics A	3 SHC
			Additional Elective Hours	4 SHC
Natural Sciences	8 SHC		Natural Science and Mathematics B	4 SHC
			Additional Elective Hours	4 SHC
Additional General Education Hours	11 SHC	CIS 110 Introduction to Computers	BUAD 190 Management Information System I	3 SHC
		ECO 252 Principles of Macroeconomics	ECON 201 Principles of Economics I (Social and Behavioral Science B)	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
Other Required Hours	14 SHC	ACA 122 College Transfer Success	UNIV 110 Freshman Seminar I	1 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
		HEA 110 Personal Health & Wellness	HLTH 185 Health Concepts	2 SHC
		PED Activity Course (1 cr.)	Physical Education Activity Course	1 SHC
		BUS 228 Business Statistics	ECON 260 Bus & Econ Statistics I (MATH 115 or MATH 118)	3 SHC
			Additional Elective Hours (including hour from Mathematics)	2 SHC
TOTAL SEMESTER HOURS	60-61 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		General Elective Hours	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
			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 Adevrtising & 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)	78 SHC

1 credit hour for UNIV 120 Freshman Seminar II is waived

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, and physical education activity course. 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: 06/14/21