



ELIZABETH CITY STATE UNIVERSITY

Curriculum Guide
for
Bachelor of Science Degree: Business Administration (Marketing & MIS)

ASSOCIATE OF SCIENCE DEGREE: Universal General Education Transfer Component (UGETC)

First two years (Freshman and Sophomore) to be completed at community college.

<u>Community College Course #</u>	<u>Hours</u>	<u>Community College Course Title</u>	<u>Elizabeth City State University Equivalency</u>	<u>Hours</u>	<u>Comments</u>
<u>English Composition</u>	6 SHC	<i>The following two English composition courses are required.</i>			
ENG 111	3 SHC	Writing and Inquiry	ENG 102 Eng. Comp & Grammar	3 SHC	
ENG 112	3 SHC	Writing/Research in the Disciplines	ENG 103 Eng. Comp & Vocab.	3 SHC	
<u>Social/ Behavioral Science</u>	6 SHC	<i>Select two courses from at least two different disciplines.</i>			
HIS 111	3 SHC	World Civilization I	HIST 140 World Civ. I OR	3 SHC	Required by Gen. Ed.
HIS 112	3 SHC	World Civilization II	HIST 141 World Civ. II	3 SHC	Required by Gen. Ed.
HIS 131	3 SHC	American History I	HIST 255 American History to 1877	3 SHC	
HIS 132	3 SHC	American History II	HIST 256 American History Since 1877	3 SHC	

ECO 251 ECO 252 POL 120	3 SHC 3 SHC 3 SHC	Principles of Microeconomics Principles of Macroeconomics American Government	ECON 202 Prin. of Econ. II ECON 201 Prin. of Econ. I POLS 298 American National Government	3 SHC 3 SHC 3 SHC	Required by Major. (See add'l GE) Required by Major. (See add'l GE)
PSY 150 SOC 210	3 SHC 3 SHC	General Psychology Intro to Sociology	PSY 212 General Psychology SOC 201 Intro to Sociology	3 SHC 3 SHC	Required by Major. One option required by Major.
Humanities/Fine Arts	6 SHC	<i>Select two courses from at least two different disciplines.</i>			
<u>Communications</u> COM 231	3 SHC	Public Speaking	SPCH 314 Public Speaking	3 SHC	Required by Major.
<u>Humanities/Fine Arts</u> ART 111	3 SHC	Art Appreciation	ART 130 Art Appreciation	2 SHC	One option required by General Ed. 1 semester hour used as an elective.
ART 114 ART 115	3 SHC 3 SHC	Art History Survey I Art History Survey II			
COM 231 ENG 231 ENG 232	3 SHC 3 SHC 3 SHC	Public Speaking American Literature I American Literature II	SPCH 314 Public Speaking ENG 201 World Literature I OR ENG 202 World Literature II	3 SHC 3 SHC 3 SHC	Required by General Ed. Required by General Ed. Required by General Ed.
MUS 110	3 SHC	Music Appreciation	MUS 135 Intro to Music	2 SHC	One option required by General Ed. 1 semester hour used as an elective.
MUS 112	3 SHC	Introduction to Jazz			
PHI 215	3 SHC	Philosophical Issues			
PHI 240	3 SHC	Introduction to Ethics	Social/Behavioral Science Elective BUAD 240 Ethics	3 SHC 3 SHC	Required by Major.
Mathematics	8 SHC	<i>Select two courses from the following.</i>			

MAT 171	4 SHC	Pre-calculus Algebra	MATH 115 College Algebra	3 SHC	Required by Major.
MAT 172	4 SHC	Pre-calculus Trigonometry	MATH 118 Pre-calculus	3 SHC	
MAT 263	4 SHC	Brief Calculus	MATH 153 Applied Calculus	3 SHC	
MAT 271	4 SHC	Calculus I	MATH 165 Calculus in Single Variable	4 SHC	
<u>Nat. Sciences</u>	<u>8 SHC</u>	<i>Select 8 SHC from the following courses.</i>			
AST 151/151A	4 SHC	General Astronomy I/Lab	Natural Science Elective	4 SHC	
BIO 110	4 SHC	Principles of Biology	BIOL 155/155L Principles of Biological Science/Lab	4 SHC	
BIO 111	4 SHC	General Biology I	BIOL 101/101L General Biology for Majors I/Lab	4 SHC	Must take both BIO 111 and BIO 112.
BIO 112	4 SHC	General Biology II	BIOL 102/102L General Biology for Majors II/Lab	4 SHC	Must take both BIO 111 and BIO 112.
CHM 151	4 SHC	General Chemistry I	CHEM 101/101L General Chemistry I/Lab	4 SHC	Must take both CHM 151 and CHM 152.
CHM 152	4 SHC	General Chemistry II	CHEM 102/102L General Chemistry II/Lab	4 SHC	Must take both CHM 151 and CHM 152.
GEL 111	4 SHC	Introduction to Geology	Natural Science Elective	4 SHC	
PHY 110/110A	4 SHC	Conceptual Physics and Lab	Natural Science Elective	4 SHC	Must take course with lab.
PHY 151	4 SHC	College Physics I	PHYS 191 University Physics I	3 SHC	Must take both PHY 151 and PHY 152.
PHY 152	4 SHC	College Physics II	PHYS 192 University Physics II	3 SHC	Must take both PHY 151 and PHY 152.
PHY 251	4 SHC	General Physics I	PHYS 181/181L General Physics I/Lab	4 SHC	Must take both PHY 251 and 252.
PHY 252	4 SHC	General Physics II	PHYS 182/182L General Physics II/Lab	4 SHC	Must take both PHY 251 and 252.
<i>Total UGETC Hours</i>	<u>45 SHC</u>				

<u>Additional GE Courses</u>	<u>11-12 SHC</u>				
ECO 251	3 SHC	Principles of Economics I	ECON 201 Principles of Economics I	3 SHC	Required by Major.
ECO 252	3 SHC	Principles of Economics II	ECON 202 Principles of Economics II	3 SHC	Required by Major.
ENG 261	3 SHC	World Literature I	HIST 201 World Literature I	3 SHC	Required by Gen. Ed.
ENG 262	3 SHC	World Literature II	HIST 202 World Literature II	3 SHC	Required by Gen. Ed.
<i>Total General Education Hours Required</i>	<u>45 SHC</u>				
<u>Other Required Hours</u>	<u>14-15 SHC</u>				
CIS 110	3 SHC	Introduction to Computers	CIS 111 Intro. to Computer Applications or BUAD 190 Management Information Systems	3 SHC	Required by Gen. Ed.
HEA 110	3 SHC	Personal Health and Wellness	HLTH 185 Health Concepts	2 SHC	1 semester hour used as an elective.
	2 SHC	Physical Activity	Physical Activity	2 SHC	Required by Gen. Ed.
BUS 110	3 SHC	Introduction to Business	BUAD 115 Introduction to Business	3 SHC	Required by Major.
ACCT 120	3 SHC	Principles of Financial Accounting	ACCT 210 Financial Accounting	3 SHC	Required by Major.
<u>Academic Transition</u>	<u>1 SHC</u>				
ACA 122	1 SHC	College Transfer Course	UNIV 110 Freshman Seminar	1 SHC	Required by CAA.

Total Semester Hours in Program	<u>60-61</u> <u>SHC</u>				

The Junior and Senior years will be completed at Elizabeth City State University.

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			<i>Semester 5: (15 credit hours)</i>		
			BUAD 200 Business Communication	3 SHC	Major Requirement.
			BUAD 241 Business Law I	3 SHC	Major Requirement.
			ECON 260 Bus & Econ Stat	3 SHC	Major Requirement.
			MRKT 231 Principles of Marketing	3 SHC	Major Requirement.
			ACCT 220 Managerial Accounting	3 SHC	Major Requirement.
			<i>Semester 6: (15 credit hours)</i>		
			BFIN 311 Principles of Finance	3 SHC	Major Requirement.
			BMIS 380 Management Information Systems II	3 SHC	Major Requirement.
			MNGT 221 Principles of Management	3 SHC	Major Requirement.
			BUAD 360 Quantitative Methods	3 SHC	Major Requirement.
			MRKT 332 Consumer Behavior	3 SHC	Major Requirement.

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			<i>Semester 7: (15 credit hours)</i>		
			BUAD 490 Internship I	3 SHC	Major Requirement.
			BMIS 386 Business Systems & Analysis	3 SHC	Major Requirement.
			BMIS 485 Business Intelligence & Analytic	3 SHC	Major Requirement.
			BUAD 456 or BFIN 455 or ECON 455 International Course	3 SHC	Major Requirement.
			MRKT 365 Marketing Research	3SHC	Major Requirement.
			<i>Semester 8: (15 credit hours)</i>		
			BUAD 455 Strategic Management	3 SHC	Major Requirement.
			MRKT 432 Marketing Management	3 SHC	Major Requirement.
			BMIS 489 Project Management	3 SHC	Major Requirement.
			Concentration Elective 1 (One from MIS)	3 SHC	Major Requirement.
			Concentration Elective 2 (One from MRKT)	3 SHC	Major Requirement

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			<i><u>Total ECSU Semester Credit Hours Completed</u></i>	<i><u>60 SHC</u></i>	
			<i><u>Total Semester Credit Hours Completed for Degree</u></i>	<i><u>120-121 SHC</u></i>	
			Reviewed by: Dr. Ngozi Oriaku		Approved 1-29-2018