



**Transfer Articulation Guide (TAG)**  
 2+2 Entertainment, Sport & Promotion Management  
 Bachelor of Business Administration (B.B.A.)  
 Effective May 2018



Student Name:				Notes:			
Associate Degree:							
<b>MID MICHIGAN COLLEGE GENERAL EDUCATION COURSES</b>				<b>NORTHWOOD UNIVERSITY, Spring Year One</b>			
<b>POL 201</b> Intro to American Government	PSC 2010	3	✓	<b>3000/4000</b> Business Elective	3		
<b>SPE 257</b> Public Speaking (preferred) <b>-OR- SPE 101</b> Fundamentals of Communication	SPC 2050	3		<b>ESM 1030</b> Sport and Entertainment Communications and Public Relations	3		
<b>CIS 130</b> Applications with Microcomputers	MIS 1500	3		<b>ESM 2050</b> Facility and Event Management	3		
<b>ECO 201 &amp; ECO 202</b> Principles of Economics (Macro/Micro)	ECN 2210 & ECN 2220	6		<b>ESM Elective</b>	3		
<b>ENG 111</b> Freshman English Composition & <b>ENG 222</b> Expository Writing & Research	ENG 1150 & ENG 1200	6		<b>FDN 3100</b> Career Development	1		
<b>Humanities</b> (choose from HUM 210, HUM 205 or PHL 250)	Humanities Elective	3		<b>HIS 2150</b> Western Civilization II	3		
<b>MAT 107</b> College Algebra	MTH 1150	3		<b>Spring Semester Credits Required</b>			<b>16</b>
<b>MAT 212</b> Introduction to Probability & Statistics	MTH 2310	3		<b>NORTHWOOD UNIVERSITY, Fall Year Two</b>			
<b>PHL 220</b> Ethical Issues	PHL 3100	3		<b>ESM 4040</b> Governance and Legal Aspects of Sport and Entertainment (Prerequisite: LAW 3000)	3		
<b>PSY 101</b> Intro to General Psychology <b>OR SOC 101</b> Principles of Sociology	PSY 3000 OR SOC 3000	3		<b>ENG 4010</b> Communication & Interpersonal Relations <b>-OR- Adv. Language Study (3000/4000)</b> (Prerequisite: ENG 1200)	3		
<b>Natural Science</b> - select at least 1 course with a lab from: <b>BIO, CHM, GEL, PSC, SCI or PHY</b>	Natural Science	7		<b>ESM 3520</b> Sales and Revenue Generation in Sports and Entertainment	3		
<b>HIS 101</b> Western Civ. I (preferred) <b>-OR- HIS 211</b> History of the U.S. I	History	3		<b>MGT 4250</b> Organizational Behavior (Prerequisite: MGT 2300)	3		
<b>General Education Coursework Required</b>				<b>PHL 4100</b> Philosophy of the American Enterprise (Prerequisites: 90 credits, ECN 2210, ECN 2220)			
<b>46</b>				<b>Fall Semester Credits Required</b>			<b>15</b>
<b>BUSINESS CORE COURSEWORK</b>				<b>NORTHWOOD UNIVERSITY, Spring Year Two</b>			
<b>ACC 201</b> Financial Accounting	ACC 2410	4		<b>3000/4000</b> Civic Literacy Elective	3		
<b>ACC 211</b> Managerial Accounting	ACC 2415	4		<b>3000/4000</b> Global Understanding Elective	3		
<b>BUS 162</b> Principles of Marketing	MKT 2080	3		<b>ESM 4300</b> Seminar in Sport & Entertainment Management (Prerequisite: 90 credits and 24 ESM credits completed)	3		
<b>BUS 122</b> Management Theory and Practice	MGT 2300	3		<b>ESM Elective</b>	3		
<b>BUS 153</b> Business Law	LAW 3000	3		<b>MGT 4800</b> Strategic Planning (Prerequisites: 90 credits, MGT 2300, FIN 3010/3210)	3		
<b>Mid Michigan College Coursework</b>				<b>Spring Semester Credits Required</b>			
<b>17</b>				<b>ESM 3040</b> Practicum II (Prerequisite: 30 credits completed)			<b>1</b>
<b>NORTHWOOD UNIVERSITY, Fall Year One</b>				<b>ESM 3990</b> Internship (Prerequisite: dept. chair approval)			
<b>3000/4000</b> Elective		3					
<b>ESM 1010</b> Introduction to Sport and Entertainment Management		3					
<b>ESM 3010</b> Sport and Entertainment Marketing (Prerequisite: MKT 2080)		3					
<b>ESM Elective</b>		3		<b>Total Mid Michigan College Credits Required</b>			<b>63</b>
<b>FIN 3010</b> Financial Management (Prerequisite: ACC 2415)		3		<b>Total Northwood University Credits Required</b>			<b>65</b>
<b>Fall Semester Credits Required</b>				<b>B.B.A. Total Credits Required</b>			
<b>15</b>				<b>128</b>			

**Requirements of transfer agreement:**

- Completion of an associate's degree from Mid Michigan College as shown by official transcripts (additional MMC courses may be required - see advisor).
- Completion of all coursework as shown above. Required coursework, if not completed, must be taken at Northwood University, or completed as transfer credit.
- A minimum of 123 credit hours are needed to obtain a B.B.A. from Northwood University.
- A minimum of 31 credit hours must be completed with Northwood University.
- All transfer coursework must be college-level; remedial coursework is not considered college-level.
- Adult Degree Program students are required to take FDN 2500 for either zero or 1 credit.
- Students may incorporate additional minors or majors, but this will involve additional coursework. Please see an Northwood University Academic Advisor.

Northwood University is devoted to continuous improvement and reserves the right to revise all curriculum guides or academic programs. To fulfill graduation requirements, students are to complete the curriculum guide that is in effect at the time they are enrolled at Northwood University.

I have read and agree to the provisions of this transfer agreement. I will meet with the Northwood Representative at Northwood University if I have any questions.

Signature (Student): \_\_\_\_\_ Date: \_\_\_\_\_

Northwood Representative: \_\_\_\_\_ Date: \_\_\_\_\_