



Transfer Articulation Guide (TAG)
2+2 Entertainment, Sport & Promotion Management
Bachelor of Business Administration (B.B.A.)
Guide Effective May 2012; Updated June 2018



Student Name:				Notes:			
Associate Degree:							
GENERAL EDUCATION							
KIRTLAND COMMUNITY COLLEGE COURSES	Northwood Course Equivalency	Credit	✓	NORTHWOOD UNIVERSITY - Spring Year One			
CIS 10500 Introduction to Computers	MIS 1500	3		ENG 3200 Report Writing (ADP) (Prerequisite: ENG 1200) -OR- 3000/4000 Business Core Elective (Campus)	3		
ECO 20100 & 20200 Principles of Macroeconomics & Microeconomics	ECN 2210 & ECN 2220	6		ENG 4010 Communication & Interpersonal Relations (Prerequisite: ENG 1200) -OR- 3000/4000 Adv. Language Study	3		
ENG 10303 & ENG 10403 English Composition I & II	ENG 1150 & ENG 1200	6		ESM 1030 Sports & Entertainment Communications & Public Relations	3		
HIS 20100 or HIS 20200 United States History	Civic Lit Elective	3		ESM 2050 Facility & Event Management	3		
Humanities ART, MUS, THE, LIT, -OR- Languages	HUM Elective	3		FDN 3100 Career Development	1		
MTH 13000 -OR- 18001 College Algebra -OR- Pre-Calculus	MTH 1150	4		HIS 2150 Foundations of a Modern World II (Prerequisite: HIS 2100)	3		
MTH 20600 Application in Statistics	MTH 2310	4		Total NU Spring Semester Credit Hours	16		
Natural Science Select any course with a lab from: AST, BIO, CHE, GEL, PHY	Natural Science	4		NORTHWOOD UNIVERSITY - Fall Year Two			
PHL 21000 Introduction to Ethics	PHL 3100	3		3000/4000 Global Understanding Elective	3		
POL 10100 Intro to American Government	PSC 2010	3		ESM 3010 Sport & Entertainment Marketing (Prerequisite: MKT 2080)	3		
Sociology (Preferred) -OR- Psychology Elective	PSY / SOC	3		ESM 3520 Sales & Revenue Generation in Sports & Entertainment	3		
SPE 10500 (Preferred) -OR- 11400 Fund. of Speech-OR-Intro to Interpersonal/Public Comm.	SPC 2050	3		ESM 4040 Governance & Legal Aspects of Sport & Ent. (Prerequisite: LAW 3000)	3		
Total KCC General Education Credit Hours		45		MGT 4250 Organizational Behavior (Prerequisite: MGT 2300)	3		
KIRTLAND COMMUNITY COLLEGE COURSES -				Total NU Fall Semester Credit Hours			
ACC 12100 & 12200 Accounting Principles I & II	ACC 2410 & 2415	8		15			
BUS 21000 Principles of Management	MGT 2300	3		NORTHWOOD UNIVERSITY - Spring Year Two			
BUS 21500 Business Law	LAW 3000	3		ESM 4300 Seminar in Sport & Entertainment Management (Prerequisite: 90 Credits Completed & 21 ESM Credits)	3		
MKT 20000 Principles of Marketing	MKT 2080	3		ESM Elective	3		
Total KCC Business Core Credit Hours		17		ESM Elective	3		
NORTHWOOD UNIVERSITY - Fall Year One				MGT 4800 Strategic Planning (Prerequisite: 90 Credits Completed, MGT 2300, FIN 3010 -OR- 3210)	3		
ESM 1010 Introduction to Sport & Entertainment Management		3		PHL 4100 Philosophy of American Enterprise (Prerequisite: 90 Credits Completed, ECN 2210 & 2220)	3		
ESM Elective		3		Total NU Spring Semester Credit Hours	15		
FIN 3010 Financial Management (Prerequisite: ACC 2415)		3		ESM 3040 Practicum II - Required (Prerequisite: 30 Credits Completed)	1		
HIS 2100 Foundations of a Modern World I		3		ESM 3990 Internship - Required (Prerequisite: Department Chair Approval)	3		
NSC 2100 Environmental Science		3		Total Kirtland Community College Credit Hours	62		
Total NU Fall Semester Credit Hours		15		Total Northwood University Credit Hours	65		
				B.B.A. Total Credit Hours	127		

Requirements of transfer agreement:

- Completion of an associate's degree from Kirtland Community College as shown by official transcripts (additional MCC 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.
- All Adult Degree Program students are required to take FDN 2500 for zero or 1 credit.
- Students may incorporate additional minors or majors, but this will involve additional coursework. Please see a 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 if I have any questions.

Signature (Student): _____ Date: _____

Northwood Representative: _____ Date: _____