

**Bachelor of Science in Business Administration**  
**Concentration in Marketing**  
**Transfer Curriculum Planning Guide and Baccalaureate Degree Plan**  
**Fayetteville State University**  
**(2021-2022)**

University College Core Curriculum (General Education - 38-40 Credits)	Transfer Course <sup>1</sup>	Cr.	FSU Equivalent
<b>Transitional Studies – University Studies (2 Credits)</b> <i>Select one option from (UNIV 101/102) or UNIV 110 or UNIV 111 or UNIV 112</i>	ACA 122	2	Waived with transfer of 30 credit hours <sup>2</sup>
<b>Transitional Studies – Life Skills (2 Credits)</b> <i>Select two credits from the following: ENTR 100 or FINC 100 or GEOG 110 or HEED 112 or HEED 113 or PEDU 101 or PEDU 107 or PEDU 112 or PEDU 120 or PEDU 122 or PEDU 130 or PEDU 132 or PEDU 140</i>	BUS 125	3	Waived with AA/AS, NOT with AAS/AGE <sup>2,3</sup>
<b>Communication Skills – Written Communication (3 Credits) – ENGL 110</b>	ENG 111	3	ENGL 110
<b>Information Literacy (3 Credits) – ENGL 120</b>	ENG 112	3	ENGL 120
<b>Communication Skills – Oral Communication (3 Credits)</b> <i>Select one from the following: BADM 215 or SPEE 200</i>	BUS 260 or COM 231	3	BADM 215 or SPEE 200
<b>Reasoning Skills – Critical Thinking (3 Credits)</b> <i>Select one from the following: PHIL 110 or PHIL 220</i>	HUM 115	3	Waived with transfer of 60 credit hours <sup>2</sup>
<b>Reasoning Skills – Quantitative Reasoning (3-4 Credits)</b> <i>Select one from the following: MATH 123 or MATH 126 or MATH 127 or MATH 128 or MATH 129 or MATH 130 or MATH 131 or POLI 240 or STAT 202</i>	MATH 123	3	
<b>Scientific Literacy – Natural Sciences (7-8 Credits)<sup>4</sup></b> <i>Select from the following: ASTR 101/101L or ASTR 102/102L or ASTR 213 or ASTR 214 or BIOL 111/111L or BIOL 131/BIOL 131L or BIOL 150/150L or BIOL 160/160L or CHEM 105/105L or CHEM 106/106L or CHEM 141/141L or CHEM 161/161L or ENEC 201/201L or ENEC 202/202L or GEOG 200 or NSCI 111/111L or NSCI 121/121L or PHYS 115 or PHYS 116 or PHYS 125/125L or PHYS 126/126L</i>	Science course with lab	4	
	Science course with optional lab	3	Waived with AA, NOT with AS/AAS/AGE <sup>2</sup>
<b>Scientific Literacy – Social Sciences (3 Credits)</b> <i>CRJC 210 or ECON 211 or ECON 212 or GEOG 210 or HIST 212 or HIST 271 or POLI 200 or POLI 210 or POLI 220 or PSYC 210 or SOCI 210</i>	ECON 211	3	
<b>Humanities and Creative Arts (3 Credits)</b> <i>Select one from the following: ART 210 or COMM 220 or ENGL 220 or ENGL 223 or ENGL 240 or ENGL 250 or ENGL 253 or HIST 210 or HUMN 211 or HUMN 212 or HUMN 213 or HUMN 215 or MUSI 210 or MUSI 225 or MUSI 260 or PHIL 210 or RELI 215 or THEA 203</i>	Hum/Fine Arts elective	3	
<b>Global Literacy (3 Credits)<sup>5</sup></b> <i>Select one from the following: ANTH 210 or ART 150 or ART 215 or BADM 210 or CHIN 110 or CHIN 120 or ENGL 211 or ENGL 212 or FREN 110 or FREN 120 or GEOG 220 or HIST 110 or HIST 120 or HIST 270 or PHIL 211 or POLI 230 or SOCI 150 or SPAN 110 or SPAN 112 or SPAN 120 or SPAN 122 or SPAN 211 or THEA 242 or YORU 110 or YORU 120</i>	BADM 210	3	
<b>Ethics and Civic Engagement (3 Credits)</b> <i>Select three credits from the following: BADM 220 or CRJC 203 or EDUC 211 or ENEC 210 or ENGL 225 or ENGL 232 or ENGL 233 or (ETCE 101/102/103) or ETCE 200 or GEOG 270 or HCM 200 or HIST 211 or PHIL 120 or PHIL 212 or PHIL 250 or PNUR 210 or POLI 150 or SPTM 210 or SWRK 220</i>	BADM 220	3	Waived with transfer of 60 credit hours <sup>2</sup>

**Notes**

- Course numbers are for the North Carolina Community College (NCCC) system.
- Students do not earn credit if any requirement is waived. All students must earn at least 120 credits to graduate.
- NCCC degrees: Associate in Arts (AA), Associate in Science (AS), Associate in Applied Science (AAS), Associate in General Education (AGE). Per NC Comprehensive Articulation Agreement, NCCC graduates with AA or AS have completed FSU general education requirements. Non-NCCC general education requirements are waived unless otherwise noted. NCCC general education courses not used for core may be applied to free electives or used to reach 120 credits.
- At least one Natural Science class must include a lab.
- Not required for students with 30 or more transfer credits from a foreign institution. Students do not earn credit if requirement is waived.

<b>[Business Administration] [Marketing] Program Requirements (82 Credits)</b>	<b>Transfer Course</b>	<b>Cr.</b>	<b>FSU Equivalent</b>
<b>[Required Major] Courses (39-40 Credits)</b> <i>[List courses satisfying requirement here. Enter FSU courses and CC equivalents in columns at right as appropriate. Add/delete rows as needed.]</i>	[Prefix Number]	[cr]	[Prefix Number]
	ACC 120	3	ACCT 211
	ACC 121	3	ACCT 212
	BUS 115	3	BADM 209
	BUS 137	3	MGMT 311
	BUS 225	3	FINC 311
	BUS 228 or MATH 152	3/4	BADM 216
	CIS 110	3	ISBA 211
	ECO 251	3	ECON 212
	MKT 120	3	MKTG 311
	----	3	ECON Elective
	----	3	ISBA 300
	----	3	MGMT 335
	----	3	MGMT 470
<b>[Other Program Requirement] Courses (9 Credits)</b> <i>[List courses satisfying requirement here. Enter FSU courses and CC equivalents in columns at right as appropriate. Add/delete rows as needed.]</i>	----	3	ENGL 344
	----	6	Business Electives (Choose 6 credit hours of courses from the following at the 300-400 level: BADM, ECON, ENTR, FINC, HCM, ISBA, MGMT, MKTG)
<b>[Concentration] Courses (18 Credits)</b> <i>[List courses satisfying requirement here. Enter FSU courses and CC equivalents in columns at right as appropriate. Add/delete rows as needed.]</i>	----	3	MKTG 322
	----	3	MKTG 331
	----	3	MKTG 333
	----	3	MKTG 421
	----	3	MKTG Elective
	----	3	MKTG Elective
<b>Free Electives: (14 Credits)</b> <i>[Enter FSU courses and CC equivalents in columns at right as appropriate. Add/delete rows as needed.]</i>	<i>Select Any</i>	3	Free Elective
	<i>Select Any</i>	3	Free Elective
	<i>Select Any</i>	3	Free Elective
	<i>Select Any</i>	3	Free Elective
	<i>Select Any</i>	2	Free Elective
<b>Waived Core Requirements</b> <i>The credits in this area increase as requirements are waived without credit in the university core – typically 7 credits to equal 120 credits overall; add extra lines as needed.</i>			
<b>Total Credits</b>		120	
<b>Transfer Credits</b>			

**Other Program Requirements**

1 [Enter relevant program requirements here. Add rows as needed.]

**Baccalaureate Degree Plan (A.A.)**

This Plan illustrates how students from North Carolina community colleges can meet degree course requirements in four years. Courses and requirements in Year 1 and Year 2 are from the NC community college catalog. Courses and requirements in Year 3 and Year 4 are from the FSU catalog. Some courses listed below may be taken in an alternate order. Courses fulfilling requirements are listed on the previous pages. For information about prerequisites and other program requirements, consult the appropriate Catalog Program of Study and an advisor. Students should work with advisor to create and update an individual plan.

<b>Year 1 Fall</b>		
<b>Requirement</b>	<b>Course</b>	<b>Cr</b>
Academic Transition	ACA 122	1
English Composition	ENG 111	3
Humanities/Fine Arts		3
Social/Behavioral Sciences	ECO 251	3
Math	MATH 143	3
Additional General Education		3
[To update total, right-click and click Update Field] Total:		16

<b>Year 1 Spring</b>		
<b>Requirement</b>	<b>Course</b>	<b>Cr</b>
Communications	COM 120 or COM 231	3
English Composition	ENG 112	3
Natural Sciences		4
Humanities/Fine Arts		3
Social/Behavioral Sciences	ECO 252	3
Total:		16

<b>Year 2 Fall</b>		
<b>Requirement</b>	<b>Course</b>	<b>Cr</b>
Social/Behavioral Sciences	HIS 111 <i>Satisfies FSU's Global Literacy</i>	3
Additional General Education		3
Additional General Education		3
Pre-Major/Elective		3
Pre-Major/Elective		3
Total:		15

<b>Year 2 Spring</b>		
<b>Requirement</b>	<b>Course</b>	<b>Cr</b>
Pre-Major/Elective		3
Pre-Major/Elective		3
Pre-Major/Elective		2
Additional General Education		3
Additional General Education		3
Total:		14

<b>Year 3 Fall</b>		
<b>Requirement</b>	<b>Course</b>	<b>Cr</b>
Total:		15

<b>Year 3 Spring</b>		
<b>Requirement</b>	<b>Course</b>	<b>Cr</b>
Total:		5

<b>Year 4 Fall</b>		
<b>Requirement</b>	<b>Course</b>	<b>Cr</b>
Total:		16

<b>Year 4 Spring</b>		
<b>Requirement</b>	<b>Course</b>	<b>Cr</b>
Total:		12

**Notes**

- \* Indicates a course recommended by the program. Other courses listed under the requirement may be used.

### Baccalaureate Degree Plan (A.S.)

This Plan illustrates how students from North Carolina community colleges can meet degree course requirements in four years. Courses and requirements in Year 1 and Year 2 are from the NC community college catalog. Courses and requirements in Year 3 and Year 4 are from the FSU catalog. Some courses listed below may be taken in an alternate order. Courses fulfilling requirements are listed on the previous pages. For information about prerequisites and other program requirements, consult the appropriate Catalog Program of Study and an advisor. Students should work with advisor to create and update an individual plan.

Year 1 Fall		
Requirement	Course	Cr
Academic Transition	ACA 122	1
English Composition	ENG 111	3
Natural Sciences		4
Social/Behavioral Sciences	ECO 251	3
Math		4
[To update total, right-click and click Update Field] Total:		15

Year 1 Spring		
Requirement	Course	Cr
Communications	COM 120 or COM 231	3
English Composition	ENG 112	3
Natural Sciences		4
Humanities/Fine Arts		3
Math	MAT 143	4
Total:		17

Year 2 Fall		
Requirement	Course	Cr
Social/Behavioral Sciences	ECO 252	3
Additional General Education		3
Additional General Education		3
Pre-Major/Elective		3
Pre-Major/Elective		3
Total:		15

Year 2 Spring		
Requirement	Course	Cr
Pre-Major/Elective		3
Pre-Major/Elective		3
Pre-Major/Elective		2
Additional General Education		3
Additional General Education		2
Total:		13

Year 3 Fall		
Requirement	Course	Cr
Total:		15

Year 3 Spring		
Requirement	Course	Cr
Total:		5

Year 4 Fall		
Requirement	Course	Cr
Total:		16

Year 4 Spring		
Requirement	Course	Cr
Total:		12

**Notes**

\* Indicates a course recommended by the program. Other courses listed under the requirement may be used.