

Macomb Community College Required: Macomb Associate Degree (AA, AAS, ABA or AGS)	Northwood University Bachelor of Business Administration (BBA) Specialization: Entertainment & Sport Promotion Management
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Macomb Coursework -- Before Transfer:
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General Education Requirements:	57 Hrs
Communication--1 course: SPCH 1060	3 hrs
Computer Literacy--1 course: ITCS 1010	4 hrs
English Composition--2 courses: (Complete 1 group) 1. ENGL 1180 and ENGL 1190 or 2. ENGL 1210 and ENGL 1220	6-8 hrs
Humanities--1 course: PHIL 2100	3 hrs
Mathematics--2 courses: MATH 1340 and MATH 1360 or MATH 1410 (preferred)	8 hrs
Natural Science--1 course: BIOL; CHEM; ENVS; ESCI; PHYS; PHSA	4 hrs
Social Sciences--2 courses: ECON 1160, 1170	6 hrs
Western Civilization or US History--1 course: HIST 1500 (preferred), 1600 (preferred), 2100, 2200	4 hrs
General Electives: ARTT; BIOL; CHEM; ENVS; ESCI; HIST; HUMN; POLS; PSYC; PHSA; PHYS; SOCY	17-19 hrs

College Requirements:	3 Hrs
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HTMT Elective--1 course: HTMT 1030 (preferred); HTMT or BUSN elective course	
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Program Requirements:	24 Hrs
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ACCT 1080, 1090; BLAW 1080; FINC 2030; MGMT 1010, 2100; MKTG 1010	
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Northwood University Coursework -- After Transfer:

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Fourth Year Courses:	43 Hrs
ENG 4010: Communication & Interpersonal Relations or 3000/4000 Advanced Language Study	3
ESM 1010: Introduction to Sport & Entertainment Management	3

ESM 1030: Sports & Entertainment Communications & Public Relations	3
ESM 2010: Sociology of Sport & Entertainment	3
ESM 2050: Facility & Event Management	3
ESM 3010: Sport & Entertainment Marketing	3
ESM 3040: Practicum II - Required	1
ESM 3990: Internship - Required	3
ESM 3000/4000: ESM Elective	3
ESM 4020: Sport & Entertainment Economics	3
ESM 4040: Governance & Legal Aspects of Sport & Entertainment	3
ESM 4100: Sport & Entertainment Ethics & Leadership	3
ESM 4300: Seminar in Sport & Entertainment Management	3
MGT 4800: Strategic Planning	3
PHL 4100: Philosophy of American Enterprise	3
Maximum Macomb Credit Hours = 84	Minimum Northwood University Credit Hours = 43
Total credit hours for the Bachelor of Business in Entertainment & Sport Promotion Management = 127	
<p>* This plan is designed to be used as a tool to assist students with information pertaining to program information, and should not be used for self-advising.</p> <p>* Work closely with a Northwood University Site Coordinator located at the Macomb University Center, UC1, Room 220, or a Macomb Academic Advisor, to determine which courses are the best fit with your decided major, and to determine which Macomb degree will align with your completed coursework (completion of an associate degree from Macomb is required for transfer).</p> <p>* Northwood University reserves the right to revise curriculum guides or academic programs without notice.</p> <p>* Students are to complete the curriculum/transfer guide that is in effect at the time they are accepted for admission to Northwood University.</p>	
<p>Program information and requirements are based from the Northwood University transfer guide dated May 2016 and updated on the Macomb University site September 2016.</p>	