

Macomb Community College: (Various)  
 Associate of Business Administration (ABA)  
 Associate of Applied Arts (AA)  
 Associate of Applied Science (AAS)  
 Associate of General Studies (AGS)

Northwood University:  
 Bachelor of Business Administration:  
 Entertainment & Sport Promotion Management

**Macomb Coursework – Before Transfer:**

General Education Curriculum	57 Hrs
ENGL 1180 or ENGL 1210 And ENGL-1190 and ENGL 1220	6-8
MATH 1360 or 1410 And MATH-1340	6
ECON 1160	3
ECON 1170	3
ITCS-1010	4
PHIL-2100	3
SPCH-1060	3
Select one: HIST 1500, 1600, 1700, 2100, 2200	3
Select one: any ASTR, BIOL, CHEM, PHYS, PHSA	3
Courses may be selected from any 3 of the following subject areas: Any HIST, BIOL, CHEM, PHYS, PHIL, HUM, ARTT, POLS, PSYC, SOCY, SOSC	22-24

Additional Macomb Requirements	27 Hrs
ACCT 1080	4
ACCT 1090	4
BLAW 1080	4
FINC 2030	3
MGMT 1010	3
MGMT 2100	3
MKTG 1010	3
HTMT 1030	3

**Northwood University Coursework – After Transfer:**

Entertainment & Sport Promotion Management Requirements	40 Hrs
ESM 1010: Introduction to Sport & Entertainment	3
ESM 1030: Public Relations & Communications in Sports & Entertainment	3
ESM 2010: Sociology of Sport & Entertainment	3
ESM 2050: Facility & Event Management	3
ESM 3010: Sport & Entertainment Marketing (*MKT 2080)	3
ESM 4020: Sport & Entertainment Economics (*ECN 2210, 2220)	3
ESM 4040: Governance & Legal Aspects of Sport & Entertainment (*LAW 3000)	3
ESM 4100: Sport & Entertainment Ethics & Leadership (*90 cr. complete)	3
ESM 4300: Seminar in Sport & Entertainment Management (*90 cr. + 24 ESM complete)	3
ESM 3040: Practicum II (Required) (*30 cr. complete)	1
ESM 3990: Internship (Required) (*Dept. Chair Approval)	3

PHL 4100: Philosophy of American Enterprise	3
MGT 4800: Strategic Planning (*FIN 3010)	3
ENG 4010: Communication and Interpersonal Relations (*ENG 1200)	3
<i>Note: *Indicates Northwood University required prerequisite courses.</i>	

<b>Electives</b>	<b>3 Hrs</b>
3000/4000 ESM Business Elective	3

<b>Macomb Credits = 84</b>	<b>Northwood University Credits = 43</b>
<b>Total Credits for Bachelor of Science in Entertainment &amp; Sport Promotion Management = 127</b>	

6-15-12