

DAVENPORT UNIVERSITY - SERVICE MANAGEMENT & MARKETING*

BBA Degree Completion Transfer Guide

120 Semester Credit Hours

Effective Fall 2007 - Summer 2008

KELLOGG COMMUNITY COLLEGE

FIRST AND SECOND YEAR: COMPLETION OF ASSOCIATES DEGREE AT KELLOGG COMMUNITY COLLEGE

- Associates Degree In: Business Management
- or
- Other AA degree

Students should consult with a Kellogg Community College advisor to determine requirements and required courses for Associates Degree.

THIRD YEAR

The following courses are required to be taken if not previously completed in the Associate Degree.

Please Note: Students may dual enroll at both Kellogg Community College and Davenport University to complete 3rd year courses.

Please see a Kellogg Community College advisor or Davenport University admissions representative for details.

Foundations of Excellence

Davenport Competency Requirement

- COMM120 Presentation Techniques.....
- ECON200 Microeconomics.....
- ECON201 Macroeconomics.....
- ENGL109 Composition.....
- ENGL110 Advanced Composition.....
- ENGL311 Professional Writing
- FRSM100 Career & Education Seminar or Open Elective.
- MATH120 College Mathematics.....
- MATH320 Introduction to Statistics.....
- SOSC201 Diversity in Society.....
- HUMN Humanities Elective.....
- SOSC Social Science Elective.....
- SCI/MATH Science/Math Elective.....

Kellogg Community College Equivalent

- COMM207 Public Speaking
- ECON202 Principles of Economics-MICRO
- ECON201 Principles of Economics-MACRO
- ENG151 Freshman Composition
- ENG152 Freshman Composition II
- ENGL201 Advanced Composition
- COMM101 Foundations of Interpersonal Communication
- MATH121 Intermediate Algebra
- BUAD112 Statistics or Business Statistics
- HUMA205 Ethical Dilemmas in Modern Society
- Creativity Elective
- PSYC201 Introduction to Psychology
- Critical Thinking Elective in MATH/SCI area

Foundations of Business

- ACCT201 Accounting Foundations I.....
- ACCT202 Accounting Foundations II.....
- BITS211 Microcomputer Apps: Spreadsheets.....
- BUSN120 Introduction to Business.....
- BUSN210 Professional Ethics.....
- CISP101 Computer Foundations.....
- LEGL210 Business Law Foundations.....
- MGMT211 Management Foundations.....
- MKTG211 Marketing Foundations.....
- ACCO101 General Accounting
- ACCO102 General Accounting
- OIT182 Intermediate Excel
- BUAD101 Introduction to Business
- PHIL202 Introduction to Ethics
- OIT100 Introduction to Computer Information Systems
- BUAD201 Business Law
- BUAD131 Principles of Management
- BUAD251 Principles of Marketing

Major

- HRMG213 Human Resource Management.....
- BUAD132 Human Resource Management

FOURTH YEAR: Bachelor Degree Completion*

The following courses **must** be taken at Davenport University to meet residency and program specific major requirements. Please contact a Davenport University Admissions Representative with any questions.

Foundations of Excellence

NONE

Foundations of Business

FINC211 Corporate Finance

Major

- BUSN403 Business Research
- FINC235 Financial Analysis for Business Managers
- HRMG313 Staffing Organizations
- MGMT321 Organizational Behavior
- MGMT327 Fundamentals of Service Management
- MGMT340 Service Operations and Technology
- MGMT408 CRM Strategies & Technologies
- MGMT411 Project Management
- MGMT441 Strategic Management
- MKTG320 Marketing of Services
- MKTG322 Internet Marketing

Open Electives

* The state of Michigan requires a minimum of 120 credit hours for Bachelors Degree completion. To meet this minimum, Open Electives may be required. Non-developmental level courses taken at your community college and not applied directly toward third year requirements will be applied in this area. An official evaluation of transfer credit will determine the need for electives.

Number of credits accepted in transfer:89

Number of credits to be completed after transfer:37

***This program can be completed at the following Davenport University Locations: Bay City, Caro, Dearborn, Grand Rapids-Main Campus (Lettinga), Kalamazoo, Warren and DU Online.**