



BS BUSINESS ADMINISTRATION (BSBA) - MARKETING

Transfer Course Equivalency Guide for Siena Heights University

This is a tool designed to assist SHU students transferring to Central Michigan University. This is not a self-advising tool.

Siena Heights University

Central Michigan University

Course #	Credit Hrs	Course Title	CMU Course	Credit Hrs	Univ Program	Competency
ACC 203	4	Principles of Accounting I	ACC 201 OR ACC 250	4		
ACC 232	3	Intro to Quickbooks Software	ACC CRED	3		
ACC 240	4	Principles of Accounting II	ACC 202 OR ACC 255	4		
ACC 341	3	Intermediate Accounting I	ACC 301	3		
ACC 342	3	Intermediate Accounting II	ACC 302	3		
ACC 350	3	Fraud Examination	ACC 536	3		
ACC 361	3	Managerial Cost Accounting	ACC 321	3		
ACC 376	3	Accounting Information Systems	ACC CRED	3		
ACC 441	3	Auditing	ACC 531	3		
ACC 451	3	Federal Taxation-Individual	ACC 311	3		
ACC 452	3	Federal Taxation-Business	ACC 511	3		
ACC 460	3	Adv Accounting/Not For Profit	ACC CRED	3		
ACC 463	3	Financial Statement Analysis	ACC CRED	3		
ACC 480	3	Internship Experience	ACC CRED	3		
ACC 485	3	Special Topics	ACC CRED	3		
BAM 101	3	Introduction to Business	BUS 100	3		
BAM 201	3	Business Communications	BIS 101	3		
BAM 210	1	Business Applications Software	BIS CRED	1		
BAM 211	1	Business Visual & Media Technology	BUS CRED	1		
BAM 212	1	Business Publication Design	BUS CRED	1		
BAM 213	1	Internet & Business Application	BUS CRED	1		

BAM 311	3	Business Ethics	PHL 318	3		
BAM 441	3	Managerial Communications	COM CRED	3		
BAM 479	3	Strategic Management	MGT CRED	3		
ECO 221	3	Microeconomics	ECO 202	3	IIIB	
ECO 222	3	Macroeconomics	ECO 201	3	IIIB	
FIN 209	3	Personal Finance	FIN 201QR	3		
FIN 322	3	Investments	FIN 315	3		
FIN 340	3	Managerial Finance	FIN 332	3		
FIN 348	3	Money and Capital Markets	ECO 306	3		
MAT 142	3	Statistical Reasoning Via	STA 103QR	3		
MAT 143	3	Statistics & Society	STA 282QR	3		MATH
MAT 174	3	Data Analysis and Stats	STA 282QR	3		MATH
MGT 302	3	Management Principles & Cases	MGT 312	3		
MGT 329	3	Managing Cultural Differences	MGT 360	3		
MGT 357	3	OM: A Supply Chain Perspective	MGT 340	3		
MGT 360	3	Human Resource Management	MGT 320	3		
MGT 361	3	Organizational Behavior	MGT 348	3		
MGT 440	3	Entrepreneurship & Small Business Mgmt	MGT 310	3		
MGT 450	3	Labor Relations	MGT CRED	3		
MGT 452	3	Leadership	MGT CRED	3		
MKT 310	3	Marketing Principles & Cases	MKT 300	3		
MKT 350	3	Consumer Behavior	MKT 305	3		
MKT 351	3	Advertising and Promotion	MKT 310	3		
MKT 360	3	Social Media Marketing	MKT 360	3		
MKT 436	3	Marketing Research	MKT 450	3		
MKT 460	3	Marketing Management	MKT CRED	3		
MKT 470	3	Global Marketing	MKT 560	3		
MKT 480	3	Internship Experience	MKT 490	3		

HCM 301	3	Pers In Health Care Mgmt	MGT 312	3		
HCM 440	3	Medical Ethics/Legal Aspects-Hlth Care	PHL 338	3		
HCM 441	3	Financial Mgmt-Health Care Institutions	HSC CRED	3		
HCM 444	3	Strat Planning Healthcare Mgt	MGT 520	3		

1. To see the remaining credits to complete your bachelor's degree program at CMU, please view our Undergraduate Bulletin here: <https://cmich.smartcatalogiq.com/>
Be sure to select the **most recent Undergraduate Bulletin Year**, then select Majors, Minors, Certificates, and Pre-Professional Studies and find your program.
2. Students must earn a minimum of 120 college credits (transfer & CMU), and a minimum of 30 CMU credit hours to earn a bachelor's degree. A grade of C- or better is required for a courses to transfer. A grade C or higher is required for general education competencies and University Program courses. **Under this Teach Out agreement, CMU will waive the 60-credit and 36 credits at the 300-level graduation rules.**
3. Students are required to meet CMU Competency Requirements prior to reaching 56 credit hours or they must enroll in remaining competencies in their first semester(s) at CMU if they have earned over 56 credits. Competencies consist of: two Written English (composition) courses, one Oral English (communication) course, and one Mathematics Competency course. Competencies must be completed with a grade of "C" or above. The University Program general education requirements (27 hours) are required for students taking courses (typically nine) from different designators in the humanities, natural sciences, social sciences, and diversity credits. University Program (UP) courses must be completed with a grade of "C" or above. Additional degree program requirements may be required prior to graduation – see CMU advisor.
4. 12 Writing Intensive (WI) credits are required at CMU. Transfer students may potentially qualify for **Transfer Block** that may waive 6 WI credits.
5. Please speak with a CMU Admissions Transfer representative to have a credit evaluation completed. Contact CMU Admissions cmuadmissions@cmich.edu
6. To view courses that transfer into your program at CMU, use our Transfer Simulation Tool (degree audit tool) at: <https://www.cmich.edu/undergraduate/apply/transferring-college-credits>
7. Want to visit campus and speak to an academic advisor? Register for **CMU's Transfer Visit Days**. <https://www.cmich.edu/undergraduate/transfer-students>

For an official evaluation, apply for free at [CMICH.EDU/APPLY](https://www.cmich.edu/apply)

Application Fee Waiver Code: [CMU4ME](#)

CMU Transfer Student Webpage

[cmich.edu/transfer](https://www.cmich.edu/transfer)

Connect with your CMU Transfer Admissions Representative

Sandra Lwin, Assistant Director – slwin@cmich.edu

CENTRAL MICHIGAN UNIVERSITY

Undergraduate Admissions: Warriner Hall 102 | Mount Pleasant, MI 48859 | 1-989-744-3076
 cmuadmissions@cmich.edu | <http://admissions.cmich.edu>
 CMU, an EO institution, strongly and actively strives to provide equal opportunity for all individuals.