



**2+2 Degree Plan
Associate of Science-Business
General Transfer – NWACC**



**Bachelor of Science in Business Administration
In Business Digital Marketing (ATU)**

**Northwest Arkansas Community College Courses (60 credit hours)
General Education Requirements (24 credit hours)**

| English/Communications (6 hours)* | | | ATU equivalent | Hours |
|--|------|----------------|--------------------------|--------------|
| ENGL | 1013 | Composition I | ENGL 1013 Composition I | 3 |
| ENGL | 1023 | Composition II | ENGL 1023 Composition II | 3 |

***Must earn a “C” or better**

| Speech/Communications (3 hours) | | | ATU equivalent | Hours |
|--|------|-----------------|--|--------------|
| COMM | 1303 | Public Speaking | COMM 2003 Public Speaking ¹ | 3 |

| Math (6 hours)* | | | ATU equivalent | Hours |
|------------------------|------|-------------------|---|--------------|
| MATH | 1203 | College Algebra * | MATH 1113 College Algebra | 3 |
| MATH | 2053 | Finite Math* | GEMA 2XXX Gen. Ed. – Mathematics Credit | 3 |

***Must earn “C” or better**

| Fine Arts & Humanities (6 hours) | | | ATU equivalent | Hours |
|---|------|--|--|--------------|
| ENGL | 2113 | Survey of British Literature I OR | ENGL 3413 British Lit. to 1800 (LD) | 3 |
| ENGL | 2123 | Survey of British Literature II OR | ENGL 3423 British Lit. since 1800 (LD) | |
| ENGL | 2213 | Survey of World Literature I OR | ENGL 2003 Intro. to World Literature | |
| ENGL | 2223 | Survey of World Literature II OR | GEHM 2XXX Gen. Ed. – Humanities Credit | |
| ENGL | 2313 | Survey of Amer. Lit to Civil War OR | ENGL 2013 Intro. to American Literature | |
| ENGL | 2323 | Survey of Amer. Lit since Civil War AND | GEHM 2XXX Gen. Ed. – Humanities Credit | |
| ARHS | 1003 | Art Appreciation OR | ART 2123 Experiencing Art | 3 |
| ART | 1033 | Introduction to Studio Art OR | GEFA 1XXX Gen. Ed. Fine Arts Credit | |
| COMM | 1003 | Film Arts OR | JOUR/ENGL 2173 Introduction to Film | |
| THTR | 1003 | Introduction to Theater OR | TH 2273 Introduction to Theatre | |
| GERM | 2003 | Intermediate German I OR | GER 2013 Intermediate German I <i>or</i> GEHM 2XXX Gen. Ed. - Humanities Credit | |
| SPAN | 2003 | Intermediate Spanish I OR | SPAN 2013 Intermediate Spanish I <i>or</i> GEHM 2XXX Gen. Ed. – Humanities Credit | |
| FREN | 2003 | Intermediate French I OR | FR 2013 Intermediate French I <i>or</i> GEHM 2XXX Gen. Ed. - Humanities Credit | |
| HUMN | 1003 | Exploring the Humanities OR | GEHM 1XXX Gen. Ed. - Humanities Credit | |
| MUSI | 1003 | Music Appreciation OR | MUS 2003 Introduction to Music | |
| PHIL | 2003 | Introduction to Philosophy | PHIL 2003 Introduction to Philosophy | |

***See Arkansas Course Transfer System (ADHE-ACTS) for other fine arts/humanities alternatives.**

| Biological Science (4 hours) | | | ATU equivalent | Hours |
|-------------------------------------|------|-----------------------------------|---|--------------|
| BIOL | 1544 | Principles of Biology I OR | BIOL 1114 Principles of Biology | 4 |
| BIOL | 1014 | General Biology II OR | GEBL 1XXX Gen. Ed. – Biological Science Credit | |
| BOTY | 1614 | Plant Biology OR | BIOL 2134 Principles of Botany | |
| BOTY | 2404 | Survey of Plant Kingdom OR | GEBL 2XXX Gen. Ed – Biological Science Credit | |
| BOTY | 2534 | Environmental Biology OR | BIOL/ENVS/PHSC 1004 Principles of Environmental Science | |

| Physical Science (4 hours) | | | ATU equivalent | Hours |
|-----------------------------------|------|-------------------------------|--|--------------|
| ASTR | 2004 | Survey of the Universe | PHSC 1053 Astronomy <i>and</i> PHSC 1051 Observational Astronomy Lab. | 4 |
| CHEM | 1024 | Basic Chemistry | CHEM 1113 A Survey of Chemistry <i>and</i> CHEM 1111 Survey of Chemistry Lab. | |
| CHEM | 1054 | Chemistry in the Modern World | CHEM 1113 A Survey of Chemistry <i>and</i> CHEM 1111 Survey of Chemistry Lab. | |
| CHEM | 1074 | Fundamentals of Chemistry | CHEM 1113 A Survey of Chemistry <i>and</i> CHEM 1111 Survey of Chemistry Lab. | |
| CHEM | 1104 | College Chemistry I | CHEM 2124 General Chemistry I | |
| CHEM | 1124 | College Chemistry II | CHEM 2134 General Chemistry II | |
| GEOL | 1114 | General Geology | GEOL 1014 Physical Geology | |
| PHYS | 1024 | Physics & Human Affairs | GEPS 1XXX Gen. Ed – Physical Science Credit | |
| PHYS | 2014 | College Physics I | PHYS 2014 Physical Principles I | |
| PHYS | 2034 | College Physics II | PHYS 2024 Physical Principles II | |
| PHYS | 2054 | Advanced College Physics I | PHYS 2114 General Physics I | |
| PHYS | 2074 | Advanced College Physics II | PHYS 2124 General Physics II | |

| U.S. History/Government (3 hours) | | | ATU equivalent | Hours |
|--|------|---|------------------------------------|--------------|
| HIST | 2003 | Hist. of Amer. People – 1877 | HIST 2003 U. S. History to 1877 | 3 |
| HIST | 2013 | Hist. of Amer. People – 1877 to Present | HIST 2013 U. S. History since 1877 | |
| PLSC | 2003 | American National Government | POLS 2003 American Government | |

| Social Sciences (3 hours) | | | ATU equivalent | Hours |
|----------------------------------|------|---------------------------------|---|--------------|
| ANTH | 1023 | Intro. to Cultural Anthropology | ANTH 2003 Cultural Anthropology | 3 |
| GEOG | 1123 | Human Geography | GEOG 2023 Human Geography <i>or</i> GESS 1XXX Gen. Ed – Social Sciences Credit | |
| HIST | 1003 | Western Civ to 1650 | GESS 1XXX Gen. Ed – Social Sciences Credit | |
| HIST | 1013 | Western Civ since 1650 | GESS 1XXX Gen. Ed – Social Sciences Credit | |
| HIST | 1033 | World Civ since 1500 | HIST 1503 World History to 1500 | |
| HIST | 1043 | World Civ from 1500 | HIST 1513 World History since 1500 | |
| SOCI | 2013 | General Sociology | SOC 1003 Introductory Sociology | |
| SOCI | 2033 | Social Problems | SOC/CJ 2003 Social Problems <i>or</i> GESS 2XXX Gen. Ed – Social Sciences Credit | |

**Northwest Arkansas Community College Courses
Business Core (27 credit hours)**

| NWACC Course | | | ATU equivalent | Hours |
|--------------|------|---------------------------------|---|-------|
| ACCT | 2013 | Principles of Accounting I | ACCT 2003 Accounting Principles I <i>and</i> ACCT 2000 Accounting Principles I Lab | 3 |
| ACCT | 2023 | Principles of Accounting II | ACCT 2023 Accounting Principles II | 3 |
| BLAW | 2013 | Legal Environment of Business I | BLAW 2033 Legal Environment of Business | 3 |
| CISQ | 2013 | Business Statistics | BUAD 2053 Business Statistics | 3 |
| ECON | 2013 | Macroeconomics | ECON 2003 Principles of Economics I | 3 |
| ECON | 2023 | Microeconomics | ECON 2013 Principles of Economics II | 3 |
| CISQ | 1103 | Intro to Computer Info | COMS 1003 Intro. to Computer Based Systems | 3 |
| | | Directed Electives | Elective Credit | 6 |

Arkansas Tech University Courses (63 credit hours)

| | | | | |
|------|------|---|--|-------|
| BUAD | 1111 | Introduction to Business | | Waive |
| MATH | 2223 | Quantitative Business Analysis | | 3 |
| BDA | 2003 | Business Problem Solving | | 3 |
| BUAD | 2003 | Business Information Systems | | 3 |
| MKT | 3063 | Social Media Marketing | | 3 |
| MKT | 3083 | Retailing and the Virtual Marketplace | | 3 |
| MKT | 3163 | Consumer Behavior | | 3 |
| MKT | 3043 | Principles of Marketing | | 3 |
| MGMT | 3003 | Management and Organizational Behavior | | 3 |
| MGMT | 3103 | Operations Management | | 3 |
| FIN | 3063 | Business Finance | | 3 |
| MGMT | 4013 | Management Information Systems | | 3 |
| MGMT | 4083 | Business Policy | | 3 |
| MKT | 4013 | Digital Metrics | | 3 |
| MKT | 4063 | IMC in a Digital Age | | 3 |
| MKT | 4143 | Marketing Strategy | | 3 |
| | | College of Business Electives (3000-4000) | | 6 |
| | | Approved Electives ⁴ | | 9 |

¹Allow Sub COMM 2003 for 2173

³Students who have two years of high school algebra with a grade of "C" or better and a math ACT score of 22 or above may omit College Algebra and enroll directly in MATH 2223 Quantitative Business Analysis. If omitted, an additional 3 hours of electives will be required. Students considering graduate school are advised to use free elective hours to take MATH 2914 Calculus I.

⁴Approved electives include:

- COMS 2333 Web Publishing II,
- JOUR 3173 Public Relations Principles,
- MKT 3103 Selling and Sales Management,
- MKT 4033 Internship in Marketing I,
- MKT 4053 Sport and Event Marketing,
- MKT 4093 International Marketing,
- MGMT 4103 Supply Chain Management, and
- MGMT 4113 Managerial Issues in Electronic Commerce