

SIDE B.**TRANSFER GUIDELINES****1. Petition to Evaluate the Course Equivalency of a Transfer Course:**

Submit a "Petition for Acceptance of Transfer Units" for a CBE Course form to the CBE Student Academic Services, ST301, before you register for the next semester. Provide a course description from the transfer institution for evaluation (details on the form).

2. Transfer of a required course with less than a "C": (i.e., a "C-" or "D+" or "D")

A grade of "C" (2.0 QPA) or higher must be earned in all courses required for the major. Repeat the course at Towson for a grade of "C" or higher.

3. What does "Validation Required" mean?

A course taken at the lower level (100-200) at a community college or four-year educational institution is not equivalent to a TU upper-level course. In order to fulfill an upper-level major course requirement, the content of the transfer work must be validated. A transfer course requiring validation is identified with a "T" instead of the 300-number code, e.g., MKTG T41 for MKTG 341, MNGT T61 for MNGT 361, etc.

How to Validate: Complete an advanced course as specified below with a grade equivalent of 2.0 or higher at TU.

Transfer Course	Validate with
FIN T31	FIN 332 or 333
MKTG T41	MNGT 481
MNGT T61	MNGT 481
MNGT T81	MNGT 421 or 451

Validate the transferred course, don't repeat it. If you enroll in a course with the same course content as the transferred course, the units earned in the transfer course will not count towards graduation because it will be treated as a repeat.

4. Transfer Credit Policies:

Transfer students must complete at least 30 hours of upper-level units in BUSX, EBTM, ECON, FIN, LEGL, MKTG, and MNGT at Towson for the BUAD major.

Only **"one"** transfer course will be accepted for a Concentration/Track.

REQUIREMENTS for ADMISSION to the EBUS/BUAD (Marketing) COMBINED MAJOR:

- A minimum cumulative quality point average (QPA) of 2.0 or higher for all coursework.
- A minimum quality point average (QPA) of 2.70 for ALL seven lower-level XEBBACore prerequisites, with a minimum grade of 2.00 or higher in each of the lower-level XEBBA Core prerequisites.
- Successfully complete the Computer Proficiency Exam (CPE) with a passing grade.

Application Procedure for EBUS/BUAD (Marketing):

**Deadline: October 1 for Spring admission;
March 1 for Summer and Fall admission**

If you will meet the admission requirements at the end of the semester or expect to register for CBE upper-level courses next semester, you must submit a completed "Application for Admission to the EBUS major" and your degree progress report to CBE Student Academic Services. The application must be submitted before registering for upper-level "majors only" CBE courses (BUSX, EBTM, ECON, FIN, FPLN, LEGL, MKTG, and MNGT).

The application form is available in CBE Student Academic Services in ST 301, or

http://wwwnew.towson.edu/cbe/Files/advising/BUAD_Admission_Application.pdf

Lower-Level BUAD Core Prerequisites:

Course	Grade	Qpts	X Credits	= Total Qpts
ACCT 201/211			X 3	=
ACCT 202 /212			X 3	=
ECON 201/203			X 3	=
ECON 202/204			X 3	=
ECON 205 or MATH 231/233			X 3	=
LEGL 225			X 3	=
Sum			= 18	=
Computer Proficiency Exam (> 70%)			Pass/Fail	

Total Qpts _____ / Credits: = QPA _____

Calculate QPA at

http://wwwnew.towson.edu/cbe/student_resources/advising/qpa.asp

Quality Points for grades:		
A = 4.00	A- = 3.67	B+ = 3.33
B = 3.00	B- = 2.67	C+ = 2.33
C = 2.00		

EBUS/BUAD (Marketing) COMBINED MAJOR REQMENTS.

After being accepted to the EBUS/BUAD combined major, complete the upper-level Business Requirements and all courses required with a grade of "C" or higher (2.00).

EBUS/BUAD(Marketing) Combined Major**Marketing requirements (15 Credits):**

MKTG 425 Buyer Behavior Analysis
MKTG 431 Marketing Information for Decision Making
MKTG 441 Marketing Research and Forecasting
MKTG 445 International Marketing
MKTG 485 Strategic Marketing

e-Business requirements (18 Credits):

EBTM 367 e-Business Infrastructure
EBTM 411 e-Business Marketing
EBTM 419 Supply Chain Management
EBTM 443 Introduction to Project Management
EBTM 431 Advanced e-Business
EBTM 454 Business Process Management

Registration Tips: Prerequisites are checked online as you register. A pre-ebusiness (PEBU) student who does not meet the admission requirements and enrolls in an upper-level EBUS or BUAD course (BUSX, EBTM, ECON, FIN, FPLN, LEGL, MKTG, or MNGT) is at risk of being **disenrolled from the course**