

BUSINESS CURRICULUM TRANSFER AGREEMENT GUIDELINE

	SCHOOL: Peirce College MAJOR: Business Administration with concentration in Marketing (with CCP A.A. in Business)
Community College Curriculum: Business Coordinator: Alan Davis Phone: 215-751-8711 E-mail: adavis@ccp.edu Office: B2-22C	Peirce College Contact Person: Marie Gould, Ph.D. Phone: 215-670-9157 Email: mgould@peirce.edu Web Address: www.peirce.edu

General Information: An agreement exists between Community College of Philadelphia and Peirce College. A student who earns an AA in Business from CCP transfers with junior standing to Peirce's Business Administration with concentration in Human Resources BS degree. A grade of at least 'C' must be earned for courses to transfer. A one-time scholarship of \$1,500 is awarded to each student. Students who enroll in Peirce's **dual admissions** program will receive additional scholarship money if at least a 3.0 GPA is earned at CCP. Full-time students who earn a 3.0 to 3.19 will receive \$1,500, 3.2-3.49 will receive \$2,000, 3.5-4.0 will receive \$3,000. Students who attend part-time receive half the amount of the full-time awards. See more information about dual admissions at www.ccp.edu/prospective/transfer_agreements.

Note: This guide is based on CCP degree requirements for students who entered the Business curriculum through summer 2009. Students who enter the curriculum fall 2009 or after should consult business curriculum advisors about curriculum changes.

COMMUNITY COLLEGE OF PHILADELPHIA	PEIRCE'S REQUIREMENTS
Business Curriculum	
ACCT 101-102	ACCT 101-102, Accounting Principles, I, II
ECON 181-182	ECO 101-102, Microeconomics and Macroeconomics
MNGT 262	LAW 103 – Business Law
Business Elective – MKTG 131	MKT 101 – Introduction to Marketing
Business Elective – MKTG 232	MKT 201 – Advertising Principles
ENGL 101-102	ENG 101 – English Composition and ENG 202 – Introduction to Literature
Social Science Elective (2) – ECON 112-114	MAT 109-210, Business Statistics I, II
Mathematics Core (2) –	MATH Core
Business Elective – MKTG 237	MKT 201 – Selling Strategies
History Elective	HUM/HIS Core
Laboratory Science	SCI Core
Humanities Elective	HUM/HIS Core
General Elective (3) – Science Elective, Humanities or History Elective; and an English Elective	ENG/COM Core, SCI Core and HUM/HIS Core

**Requirements for a Bachelor's Degree in Business Administration,
Concentration in Marketing at Peirce College**

Peirce College Course		Credits
PRC101	Peirce College Orientation	1
HRM301	Human Resource Management	3
BIS 101	Introduction to Word Processing and the Internet	3
BUS 100	Introduction to Business	3
MGT 210	Applied Management Concepts	3
MKT 202	Consumer Behavior	3
FIN 201	Introduction to Finance	3
MKT 208	Internet Marketing	3
GEN ED CORE*	General Education Core	3
MGT305	Concepts in Leadership	3
MGT304	Business Ethics	3
2 SOC SCI CORE*	Social Science Core	6
MKT401	Marketing Management	3
FIN401	Financial Analysis	3
MGT306	Organizational Dynamics	3
MGT404	Operations Management	3
MKT 301	Marketing Research	3
MKT 305	International Marketing	3
BUS450	Policy and Strategy Formulation	3
MKT425	Special Topics – Marketing	3
MKT308 or CWE 305 A3	Customer Relationship Management or Co-op	3
Credits Remaining in a Bachelor's Degree		64

*General Education Requirements can be fulfilled at CCP. Students can transfer up to 90 credits to Peirce.