

Business Management
TRANSFER AGREEMENT

WAUKESHA COUNTY TECHNICAL COLLEGE
Associate of Applied Science in Business Management (AAS-BM)

And

CONCORDIA UNIVERSITY
Bachelor of Arts in Business Management (BA-BM)

Effective Spring 2020

This agreement applies to students entering the Waukesha County Technical College's AAS-BM program and entering the CU+2 BA-BM program Spring 2020.

PURPOSE

Students who successfully complete the Business Management (AAS-BM) program at Waukesha County Technical College (WCTC) and who meet admission requirements at Concordia University (CU) can earn a Bachelor of Arts Degree in Business Management (BA-BM) at CU by successfully completing two additional full-time years of study (or equivalent).

In particular, any WCTC student who

- A) Successfully completes all courses in the Business Management program at WCTC with a grade of C- or better in each course, and
- B) Meets the CU admission requirements for transfer students into the Business Management program at CU, with a cumulative GPA of 2.0 or greater for full acceptance, or with a GPA <2.0 if submitted with an appeal essay and individual candidate interview for consideration of acceptance on a conditional basis,

Shall be admitted with junior status into the BA in Business Management program at CU.

Topical Areas for Competencies Required for Admission into the CU +2 BA-Business Management Program

CU BA-Business Management Bachelor of Arts in Business Management

WCTC AAS-Business Management Associate of Applied Science in Business Management

WCTC course #'s

Major: Business Management (30 credits total required by CU)

AL 272 Organizational Management	3 credits	196-140 Managing People
AL 366 Marketing Management	3 credits	104-102 Marketing Principles
AL 367 International Business	3 credits	138-150 Global Business Fundamentals
AL 365 Accounting	3 credits	101-109 Business Accounting
AL 346 Business Finance	3 credits	<u>101-132 Business Financial Management</u>

15 credits completed

Additional Core Requirements (30 credits total required by CU)

Communication and Language	3 credits	801-196 Oral/Interpersonal Comm
Communication and Language	3 credits	<u>801-136 English Composition 1</u>

6 credits completed

Elective Requirements (54 credits total required by CU)

WCTC course #'s

101-109 Business Accounting	1 credit
102-101 Business Professionalism	1 credit
102-118 Business Mgt Capstone	3 credits
102-125 Supply Chain Mgt	3 credits
102-160 Business Law	3 credits
106-110 Intro Software Apps	3 credits
196-125 Mgt of Customer Service	3 credits
196-190 Leadership Development	3 credits
623-170 Intro Continuous Improvement	3 credits
General Elective	3 credits
804-123 Math with Bus Apps	3 credits
809-143 Microeconomics	3 credits
809-196 Intro Sociology	3 credits
809-199 Psychology of Human Relations	3 credits
809-108 Employee Success	<u>1 credit</u>

39 credits completed

60 total credits transferring in from WCTC

NOTE: Many students have more than the minimum 60 credits from WCTC or another educational institution. CU accepts up to 84 qualifying transfer credits. All students must have 120 credits to graduate. This plan is subject to change based on the number of qualified transfer credits.

Concordia University's Business Management Course Listing (Draft)

Term 1

Faith Core Course	6 weeks	3 credits
Major Course	6 weeks	3 credits
Human Creativity & Expression Society and Culture	6 weeks	3 credits
Elective Course	Online course	3 credits
		15 total credits

Term 2

Faith Core Course	6 weeks	3 credits
AL 169 Business Statistics	6 weeks	3 credits
Major Course	6 weeks	3 credits
Elective Course	6 weeks	3 credits
Elective Course	Online course	3 credits
		15 total credits

Term 3

Natural World- Science Course	6 weeks	3 credits
Major Course	6 weeks	3 credits
Elective Course	6 weeks	3 credits
Society & Culture Course	6 weeks	3 credits
Elective Course	Online course	3 credits
		15 total credits

Term 4

Elective	6 weeks	3 credits
Elective	6 weeks	3 credits
Major Course	6 weeks	3 credits
Major Course	6 weeks	3 credits
Human Creativity & Expression Course	Online course	3 credits
		15 total credits

WCTC's Associates in Business Management 60 credits

Concordia's Business Management Degree 60 credits

Total **120 credits**

PROVISIONS

The following provisions specify the standard procedures and terms of this transfer agreement. Text in italics is intended to clarify the rationale behind the corresponding provision. Non-compliance with any may result in nullification of this transfer agreement.

Because these transfer agreement provisions are used in transfer agreements with several Wisconsin Technical College system (WTCS) colleges, the term “Technical College” will be used to refer to the specific WTCS college named in the beginning of this transfer agreement.

1. Each institution will obtain the express written approval for using the other institution’s name in any promotional, advertising, and marketing media associated with this transfer agreement, with the exception that both institutions, by signing this agreement, acknowledge they may promote internally and externally the existence of this agreement between the institutions and for the benefit of each institution and its students. Any promotional literature or other media will clearly indicate that the transfer is into the Business Management program at CU. A specific person in each public relations department and a specific academic program person per institution will be designated for coordination and signoff, as listed on the “Institution-Specific Information” page in this transfer agreement. Guidelines for the use of Concordia University Wisconsin’s name and/or logo are listed on the “Guidelines for use of Concordia University Wisconsin’s name and/or logo” page in this transfer agreement.

The motivation for this provision is to ensure that each college complies with accreditation and institutional criteria in promotional, advertising, and marketing media.

2. An active agreement begins at the commencement of fall classes. The agreement must be actively reviewed by program faculty of both colleges and renewed at least every two years to continue the agreement. Reasonable accommodations will be made for students if either program must be changed, but additional courses may be required of students if program changes occur. Students must be clearly informed of this possibility “up front.”

The intent of this provision is to recognize that changes in either or both of the two academic programs must be coordinated to accommodate the minimum two year long lag between when a student begins at the Technical College and begins at CU. However, each institution must preserve the right to change its academic programs on a timely basis, such as due to an immediate change in accreditation requirements.

3. The Business Management at CU will be arranged so that the student who successfully completes all of the Technical College courses specified in this agreement each year that the agreement is in force may enter the CU BM program at the beginning of the subsequent academic year with junior status as outlined in this agreement. Exceptions to this clause are stated in provision 2. In the event that a Technical College student completes the specified courses over an extended period of time in excess of the standard full-time schedule, and during that time the specified courses and/or core curricula have changed,

then reasonable efforts to accommodate this student in CU will be made. However, junior status in the BM program at CU is not guaranteed.

The intent of this provision is to promote curriculum stability yet to allow curriculum modifications that are required, such as per accreditation mandates.

4. Curriculum changes which impact the transfer agreement may not be enacted during the academic year in which the agreement is active unless both the Program Director of the Business Management program at CU and the designated individual(s) in the corresponding transfer program at the Technical College give their explicit consent, or unless curriculum changes are dictated by accreditation or institutional mandates. Minor revisions (such as course renumbering) are permitted, but must be communicated to the other institution promptly via a memorandum of understanding. Curriculum changes that do not satisfy the transfer agreement provisions will nullify this transfer agreement.

The intent of this provision is to protect the integrity of the transfer arrangements for transfer students. This provision should be superfluous. Curriculum changes should be enacted in concert with the yearly transfer agreement renewal process.

5. The Technical College will consent to the promotion of this transfer agreement by CU personnel in appropriate classroom settings and at job fairs, transfer fairs, and similar functions at the Technical College.
6. Any formal presentations of this transfer agreement must be made by either Technical College representatives, who are approved by the individual designated on the "Institutional-Specific Information" page, or by CU representatives who are knowledgeable of this transfer agreement. See provision 1.

The intent of this provision is to ensure that the agreement is accurately communicated to interested parties.

7. The Technical College shall have access to appropriate electronic course materials (syllabi, exams, and laboratory manuals) representative of the first two years of the electronic courses in the pre-transfer agreement CU BA in Business Management program. CU shall have access to the actual exams and laboratory assignments given by the Technical College faculty to the students in electronic courses utilized in the transfer agreement. In the rare case that a faculty member does not cooperate with this provision, representative materials will be provided (see provision 11, also). Excessive denials of access to these materials may result in non-renewal of this transfer agreement. Under no circumstances is either college allowed to reproduce these materials for distribution to anyone other than program faculty and administration involved with the courses in this transfer agreement, and accreditation agency visitors for reviewing while on a college's campus, without express written consent from the other college. In the event that permission to adapt (modify and use) CU materials is granted, the materials must clearly be labeled with:

Adapted from (name of work) © (year) CU with permission of CU.

Permission to use these materials begins with the signing of this transfer agreement and expires with the annual expiration of the transfer agreement.

The purpose of this access is to assist faculty from both colleges in developing and maintaining their coursework to insure the equivalency and level of topical coverage for electronic courses utilized in the transfer agreement.

8. For the instruction of the designated transfer courses (see page 2), the Technical College will use faculty with at least an MBA degree or other related field (as approved by CU). A faculty member who meets the above-stated requirements will be designated as an “approved faculty” member.
9. The Technical College student must pass each course with a C- or better in order for the course to receive transfer credit in the BA in Business Management program at CU. Any exceptions to this policy must be approved in writing by the program director of the Business Management program at CU. Under the condition that the student must retake one or more courses, the student is not guaranteed junior standing in the BM program at CU.

The intent of this provision is to allow an “early” course with a passing grade below a C- to transfer if there is sufficient evidence in subsequent courses for which the course in the question is a prerequisite to warrant the exception.

10. The technical college and CU shall cooperate on the assessment of student outcomes and develop a formal plan in order to insure and improve the viability of this transfer agreement. The plan should include provisions whereby CU may obtain samples of assessment materials to include graded examples of student writing, examinations, etc.

The intent of this provision is to assess transfer student capabilities as they enter CU and to satisfy the requirements of accreditation agencies. Also, the collection of this data will be useful for continuing promotion of this transfer agreement.

Institution-specific information

The purpose of this page is to provide information that is specific to each institution and is current as of the signing of this transfer agreement. Any changes to this information should be promptly communicated to the other institution.

At WCTC:

Cara Bowman, Pathways Coordinator, CBowman@wctc.edu, 262.695.6526

Website address for the institution: www.wctc.edu

Website address specific to the BM program:

<https://www.wctc.edu/academics/programs-courses/programs/business-management/index.php>

At CU:

Administrative person(s), title(s), phone number(s), and email address (es) directly responsible for the CTM program articulation agreement:

Dr. Michael Uden, Vice Provost of Student Enrollment and Engagement, 262.243.2612, michael.uden@cuw.edu.

Faculty, title, phone number, and email address directly responsible for the EET program, including curriculum changes:

Dr. Matthew Hurtienne, BM Program Director, 262.243.2024, matthew.hurtienne@cuw.edu.

Public relations/marketing and other person(s), title(s), phone number(s), and email address(es) designated for coordination and signoff of promotional materials:

Ms. Briena Jacob, Director of Marketing Strategy, 262.243.4390, briena.jacob@cuw.edu.

Website address for the institution: www.cuw.edu

Website address specific to the BM program:
<https://www.cuw.edu/academics/programs/business-management-bachelors/index.html>

Guidelines for use of Concordia University's name and/ or logo

The motivation for this addendum is to ensure that each college complies with accreditation and institutional criteria in all communication materials including, but not limited to, those generated or produced for marketing, advisement and/ or legal purposes.

In an effort to meet standards set by our accreditation agencies, to minimize any confusion on the part of prospective or current students, and to protect the use of CU's name and logo, it is imperative that use of or reference to our name or programs be limited to those deemed appropriate by CU. As specified in the transfer agreement, CU's Director of Marketing Strategy or the director's designee shall approve any and all narrative and graphic representation containing CU's name, logo or reference to our programs before it is published or distributed in any way.

To expedite the process of developing promotional or other communication materials prior to approval, the following minimum guidelines should be followed. Noncompliance will result in disapproval.

Any promotional literature or other media will clearly indicate that the transfer, upon which this transfer agreement is based, is into the Business Management (BM) program at CU.

Our preferred reference is Concordia University, however, the acronym CUW can be used after the first written occurrence of the full name in the same communication. Furthermore, CU will be referred to as a university. In no instance shall CU be referred to as a college or school.

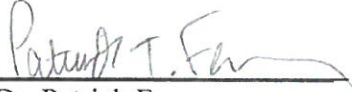
In materials where the logo is needed, please contact the CU director of marketing strategy for specific format and file size. Many variations are available and will be provided based on the need.

Given the absolute need to provide clarity as to the limitations of the transfer agreement and avoid potential misunderstandings, communication in the form of brochures, catalogs, letters, e-mail, posters, etc. must be carefully reviewed by CU. CU's logo may not appear on the cover of any literature unless approved by CU.

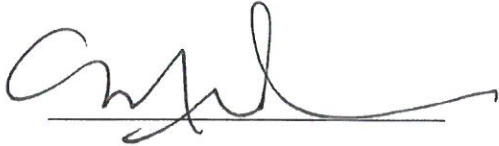
A flyer can be developed by CU that adequately describes the transfer agreement upon request. Contact the CU marketing director or program director representative indicated on the institution-specific information page in this transfer agreement.

This agreement, signed and dated this November 14, 2019 has been thoroughly reviewed and approved by both institutions. The agreement is in effect for the 2019-2020 academic year.

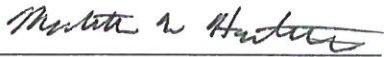
Concordia University



Rev. Dr. Patrick Ferry
President

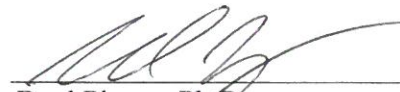


Dr. Michael Uden
Vice Provost,
Student Enrollment and Engagement



Dr. Matthew Hurtienne
Program Director,
Business Management

Waukesha County Technical College



Brad Piazza, Ph.D.
Vice President of Learning



Ms. Kim Ehlert
Dean, Business