



THE CITY UNIVERSITY OF NEW YORK

ARTICULATION AGREEMENT

A. SENDING AND RECEIVING INSTITUTIONS

Sending College: **Bronx Community College of the City University of New York**

Department: Business and Information Systems

Program: Marketing

Degree: Associate in Applied Science

Receiving College: **CUNY School of Professional Studies**

Program: Applied Management and Entrepreneurship

Degree: Bachelor of Professional Studies

B. ADMISSION REQUIREMENTS FOR SENIOR COLLEGE PROGRAM

Applicants must possess a minimum GPA of 2.5 on a 4.0 scale.

Progression through the program is based upon a student passing all BPS core and specialization courses with a minimum grade of C and an overall GPA of 2.0.

Students must go to the CUNY.edu and complete a transfer application. Application Priority Deadlines are as follows:

Spring Admissions: September 15

Fall Admissions: February 1

A personal essay of at least 250 words is part of the application process. The BCC Office of Transfer Services is available to assist students with the application.

Associate in Applied Science Degree from Bronx Community College.

Bronx Community College graduates with the Associate of Applied Science Degree in Marketing will receive 60 credits toward the Bachelor of Professional Studies in Applied Management and Entrepreneurship at CUNY School of Professional Studies.

Total transfer credits granted toward the baccalaureate degree: 60

Total additional credits required at the senior college to complete baccalaureate degree: 60

C. COURSE TO COURSE EQUIVALENCIES AND TRANSFER CREDIT AWARDED

CUNY Pathways General Education Requirements	
Required Common Core	Credits
A. English Composition (2 courses) ENG 110 English Composition I: Fundamentals of Writing and Rhetoric OR ENG 111 English Composition I: Writing and Rhetoric (3 Credits) AND ENG 112 English Composition II: Writing and Rhetoric OR ENG 114 English Composition II: Writing about Fiction OR ENG 115 English Composition II: Writing about Drama OR ENG 116 English Composition II: Writing about Poetry B. Mathematical and Quantitative Reasoning (1 course) MTH 21 Survey of Mathematics I OR MTH 23 Probability and Quantitative Reasoning C. Life and Physical Sciences (1 course) AST 111, BIO 11, CHM 17, CHM 110, ENV 11, ESE 11, ESE 12, ESE 13, PHY 11 OR PHY 110	12-13
Flexible Common Core	Credits
A. World Cultures and Global Issues (1 course) HIS 10 History of the Modern World OR HIS 11 Introduction to the Modern World B. U.S. Experience in Its Diversity or D. Individual and Society ECO 12 Macroeconomics OR ECO 11 Microeconomics ▪ Choose one course from Areas A-E. Recommended: Either ECO 12 or ECO 11 to optimize transfer credit.	9
Subtotal	21-22

Sending College		Receiving College Equivalent		Credit Granted
Major Requirements				
[Bronx Community College] Course & Title	Credit	[CUNY SPS] Course & Title	Credit	
ACC 111 Principles of Accounting I	4	BUS 305 Accounting Fundamentals*	3	3+1 PF
BUS 110 Introduction to Business Fundamentals	3	BUS 200 Introduction to Business *	3	3
BUS 111 Applications of Mathematics for Business	3	BUS 210 Business Math*	3	3
COMM 12 Voice and Diction: Business and Professional Speech	2	<i>Professional Foundation course</i>	2	2
CWE 31 Cooperative Work Experience	2	<i>Professional Foundation course</i>	2	2
DAT 10 Computer Fundamentals and Applications	3	CIS 101 Computer Fundamentals and Applications (prerequisite for BUS 310)	3	3
DAT 36 Microcomputer Spreadsheet Applications	3	<i>Professional Foundation course</i>	3	3
FIN 31 Principles of Finance	3	<i>Professional Foundation course</i>	3	3
FYS 11 First Year Seminar	0-1	<i>Elective</i>	0-1	0-1
LAB SCIENCE	0-1	<i>Elective</i>	0-1	0-1
LAW 41 Business Law	3	BUS 330 Business Law I (BUS elective)	3	3
MKT 11 Principles of Marketing	3	BUS 315 Principles of Marketing*	3	3
MKT 18 Consumer Behavior OR MKT 47 E-Marketing	3	<i>Professional Foundation course</i>	3	3
MKT 43 Principles of Advertising	3	<i>Professional Foundation course</i>	3	3
MKT 48 Marketing Management	3	<i>Professional Foundation course</i>	3	3
Subtotal			38-40	
TOTAL			60-61	

*Applicable to Applied Management and Entrepreneurship Core or College Option.

D. UPPER DIVISION COURSES

BACHELOR OF PROFESSIONAL STUDIES IN APPLIED MANAGEMENT AND ENTREPRENEURSHIP	
ABOUT THE PROGRAM	
The purpose of the BPS in Applied Management and Entrepreneurship is to prepare students for managerial and supervisory positions, and/or entrepreneurial endeavors in their respective technical fields through a combination of coursework in business disciplines. The program provides AAS degree holders with the opportunity to transfer and apply all of their technical/professional course credits while equipping them with the business acumen to complement the technical skills and knowledge obtained from their applied associate degree and professional experiences. The degree includes a 27-credit Business core, a 12-credit specialization in either Management or Entrepreneurship, and up to 45 credits of Professional Foundation (transfer credits from AAS degree, with a 12-credit allowance for additional Business electives).	
PATHWAYS	Credits
U.S. Experience in Its Diversity (Students who complete ECO 12 will not be required to complete this course) Creative Expression (1 course) Individual and Society (Students who complete ECO 11 will not be required to complete this course) Scientific World (1 course)	6-9
COLLEGE OPTION	
ECO 202 Macroeconomics (Students who complete ECO 12 will not be required to complete this course)	0-3
Subtotal	6-12
APPLIED MANAGEMENT AND ENTREPRENEURSHIP CORE	
Credits	
ECO 201 Microeconomics (Students who complete ECO 11 will not be required to complete this course)	0-3
BUS 310 Foundations of Business Statistics	3
BUS 320 Principles of Management	3
BUS 325 Principles of Management Information Systems	3
BUS 335 Operations Management	3
Capstone: BUS 470 Strategic Management (Management Specialization) OR BUS 425 New Venture Creation (Entrepreneurship Specialization)	3
Subtotal	15-18
SPECIALIZATION ELECTIVES	
Credits	
Management BUS 321 Human Resources ORGD 341 Organizational Behavior BUS 333 Corporate Finance Management Elective (Choose One Below) BUS 331 Global Business BUS 332 Electronic Commerce BUS 339 Sustainability and Green Business	Entrepreneurship BUS 340 Intro Small Business and Entrepreneurship BUS 341 Ideation and Innovations BUS 342 Entrepreneurial Finance Entrepreneurship Elective (Choose One Below) BUS 343 Social Entrepreneurship BUS 450 Technology Entrepreneurship BUS 460 Virtual Enterprise
Subtotal	12
Professional Foundation courses (20 credits transferred from BCC)	
Business electives (3 credits transferred from BCC)	
Free Electives	
TOTAL	59-60