



Baruch College Business Academy: Program Agreement with Bronx Community College

A. SENDING AND RECEIVING INSTITUTIONS

Sending College: Bronx Community College/CUNY

Department: Business

Program(s): Business Administration

Degree: Associate of Science (A.S.)

Receiving College: Baruch College/CUNY

Department: Zicklin School of Business

Program: Business

Degree: Bachelor of Business Administration (B.B.A.)

B. PROGRAM DESCRIPTION AND RATIONALE

The Baruch Business Academy, in partnership with Bronx Community College (BCC), creates a unified program to deepen diversity in Baruch's student body while improving students' academic outcomes and career opportunities. The Academy will accomplish these goals by providing a transparent, predictable, smooth path for students to transition from BCC to Baruch as well as an organizational structure for student support, including early access to Baruch's Starr Career Development Center programming during their time at BCC. Engaging students early in their academic careers at BCC affords the time needed to implement interventions including specialized academic advisement and tutoring services. Additionally, the community structure of the Academy, spanning the BCC and Baruch campuses, sends a clear message to the students that they are welcome at Baruch.

The academy aims to offer BCC students a well-defined and guaranteed path to matriculation at Baruch conditional on meeting criteria outlined in this agreement. The following table highlights the opportunity for Baruch College to reflect the diversity of New York by supporting the transfer of students from BCC.

Table 1: Percentage of Black and Hispanic Students at BCC and Baruch College – Fall 2023 (this is an excerpt from the IPEDs Enrollment, [CUNY Student Data Book](#))

Campus	Black	Hispanic
BCC	26.7%	60.1%
Baruch College	9.3%	26.0%

Key benefits of the Academy include:

1. Students starting at BCC in the A.S. program in Business Administration and participating in the Business Academy will receive guaranteed admission to Baruch and the Zicklin school, conditional on meeting academic criteria set forth in this agreement. Upon completion of the A.S. degree, students enrolled in the Academy will not need to submit a transfer application when they transition to Baruch.
2. Students will receive dedicated advisement and support on courses and other academic issues from Baruch, including prior to transfer.
3. Students will receive priority for registration in required courses once they transfer to Baruch.
4. Students will be provided support to complete the requirements for the A.S. program at BCC in two years and Baruch's B.B.A. program in two years following the A.S.
5. Students will be involved in cross-campus co-curricular activities, including panels, clubs, and networking events.
6. While at BCC, students will be offered peer-to-peer mentoring support provided by students enrolled at Baruch College. Once at Baruch, they will receive mentoring from Baruch alumni, including support for internships and employment.
7. Students will have access to Bridge to Baruch (B2B), a program created to support transfer students in the development of career skills by providing early access to Baruch's career services.

C. REQUIREMENTS FOR CONDITIONAL ADMISSION TO BARUCH COLLEGE

Students who are admitted to the A.S. program in Business Administration at BCC and participate in the Baruch Business Academy will be provided admission to Baruch College and the Zicklin School of Business when they meet the following criteria:

- Completion of the A.S. program in Business Administration at BCC with a minimum overall GPA of 2.5
- Overall GPA of 2.3 or above in all business courses
- Meet eligibility requirements for admission to the Zicklin School of Business (see below)

Eligibility requirements for admission to the Zicklin School of Business

Students who complete the A.S. program in Business Administration at BCC will have completed the courses below, unless otherwise noted. To be eligible for admission into the Zicklin School of Business, students should also meet the GPA requirements outlined below:

	Baruch College Courses	Equivalent Courses at BCC
Completion of:	COM 2020: Introduction to Business Communication	COM 31: Business Communication ¹
	ENG 2150: Writing II	ENG 112: English Composition II: Writing and Rhetoric OR ENG 113: English Composition II: Writing about Literature OR

¹ Pending equivalency approval by BCC and Baruch and incorporation into the A.S. program in Business Administration. Until equivalency is established, BCC students in the Baruch Business Academy program must qualify for Early Entry admission to Zicklin in order to meet the eligibility requirements for guaranteed admission to Baruch through this agreement.

		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
	MTH 2000: Pre-Calculus: College Algebra and Trigonometry OR MTH 2001: Pre-Calculus	MTH 30: Pre-Calculus Mathematics
Completion of 7 pre-business courses with a minimum 2.25 GPA	ACC 2101: Principles of Accounting	ACC 111: Principles of Accounting I AND ACC 112: Principles of Accounting II
	CIS 2200: Introduction to Information Systems and Technologies	DAT 10: Computer Fundamentals and Applications ²
	ECO 1001: Microeconomics	ECO 11: Microeconomics
	ECO 1002: Macroeconomics	ECO 12: Macroeconomics
	ENG 2100: Writing I	ENG 100: English Composition I: Integrated Reading and Writing OR ENG 110: English Composition I: Fundamentals of Writing and Rhetoric OR ENG 111: English Composition I: Writing and Rhetoric
	LAW 1101: Fundamentals of Business Law	LAW 41: Business Law
	STA 2000: Business Statistics I	MTH 23: Probability and Statistics OR BUS 41: Business Statistics OR MTH 23.5: Probability and Statistics with Algebra

Students admitted to BCC might not have met the regular entrance criteria for acceptance as freshmen at Baruch. When the criteria outlined above are met, Business Academy participants will be guaranteed admission at Baruch and will be able to transition seamlessly without going through the usual transfer admissions process.

Students in the program who do not meet the eligibility requirements for Zicklin may choose to apply for transfer admission to Baruch through regular channels to pursue a degree in one of our other two schools; those applications will be evaluated via our standard admissions review process.

Transfer credits toward the Bachelor of Business Administration (BBA) degree: 60-61

Additional credits required at Baruch College to complete the BBA degree: 63-64

² Business Administration AS majors in the Computer Programming track will not complete CIS 2200, and will instead gain admission to Zicklin via the Early Entry path. These students will be advised to complete CIS 2200 upon transfer to Baruch.

D. CURRICULUM

Business Administration A.S.: Course to Course Equivalencies and Transfer Credits Awarded

<i>Business Administration A.S.</i>				
Sending College Course	Sending College Course Title	Receiving College Equivalent Course	Receiving College Course Title	Credit
ENG 100 OR ENG 110 OR ENG 111	English Composition I (Required Core A)	ENG 2100	Writing I	3
ENG 112 OR ENG 113 OR ENG 114 OR ENG 115 OR ENG 116	English Composition II (Required Core A)	ENG 2150	Writing II	3
MTH 28 OR MTH 28.5	College Algebra and Elementary Trigonometry (Required Core B)	MTH 7000	Mathematics Elective Note: This course satisfies Pathways Required Core B: Mathematical and Quantitative Reasoning	3
MTH 30	Pre-Calculus Mathematics -- Scientific World (Flexible Core E)	MTH 2000	Pre-Calculus: College Algebra and Trigonometry	4
	Life and Physical Science (Required Core C)			3-4
	World Cultures and Global Issues (Flexible Core A)			3
ECO 12	Macroeconomics -- U.S. Experience in its Diversity (Flexible Core B)	ECO 1002	Macroeconomics	3
ECO 11	Microeconomics -- Individual and Society (Flexible Core D)	ECO 1001	Microeconomics	3
	Additional Flexible Core A-E			3
ACC 111	Principles of Accounting I	BUS 7500	Business Elective <i>(Also need ACC 112 for equivalency to Baruch ACC 2101 Principles of Accounting)</i>	3
BUS 41	Business Statistics	STA 2000	Business Statistics I	3

BUS 110 ³	Introduction to Business Fundamentals	BUS 2000	Business Fundamentals: The Contemporary Business Landscape	3
DAT 10 OR DAT 30 ⁴	Computer Fundamentals and Applications OR Introduction to Computer Applications and Programming	CIS 2200 OR CIS 7000	Introduction to Information Systems and Technologies OR Computer Information Systems Elective	3
LAW 41	Business Law	LAW 1101	Fundamentals of Business Law	3
FYS 11	First Year Seminar			0
	Lab Science			0-1
Subtotal: 47-49				

Accounting Option

ACC 112	Principles of Accounting II	ACC 2101	Principles of Accounting	3
ACC 113	Principles of Intermediate Accounting	BUS 7500	Business Elective	3
ACC 115	Accounting Information Systems	ACC 3202	Accounting Information Systems	3
FIN 31	Principles of Finance	FIN 3000	Principles of Finance	3

Computer Programming Option

BIS 13	Website Development	CIS 3630	Principles of Web Design	3
DAT 47	JAVA Programming	CIS 3110	Object-Oriented Programming with Java	3
DAT 51	Web Programming with Python	CIS 2300	Programming and Computational Thinking	3
ACC 112 ⁵	Principles of Accounting II	ACC 2101	Principles of Accounting	3

Management Option

MKT 11	Principles of Marketing	MKT 3000	Marketing Foundations	3
FIN 31	Principles of Finance	FIN 3000	Principles of Finance	3
ACC 112	Principles of Accounting II	ACC 2101	Principles of Accounting	3
Choose 1 of the following 3 courses (3 credits)				
BUS 21	Small Business Management	MGT 7000	Management Elective	3
BUS 52	Organizational Behavior	MGT 3300	Management: A Behavioral Approach	3
BUS 54	Entrepreneurship	ENT 3960	An Entrepreneurial Pre-Launch Journey	3

³ Students will complete BUS 110 (BUS 2000) in place of BUS 51 (MGT 3120) as a course substitution

⁴ DAT 30 is for students enrolled in the Computer Programming Option only. These students will gain admission to Zicklin via the Early Entry path and will be advised to complete CIS 2200 upon transfer to Baruch.

⁵ Computer Programming students will complete ACC 112 in place of DAT 49 as a course substitution

Marketing Option

MKT 11	Principles of Marketing	MKT 3000	Marketing Foundations	3
ACC 112	Principles of Accounting II	ACC 2101	Principles of Accounting	3
Choose 2 of the following 3 courses (6 credits)				
BUS 21	Small Business Management	MGT 7000	Management Elective	3
MKT 18	Consumer Behavior	MKT 3605	Consumer Behavior	3
MKT 43	Principles of Advertising	MKT 3520	Advertising and Marketing Communications	3

Major and Free Electives	12
Total credits at BCC and transferred to Baruch College	60-61
<i>Note:</i> Current Baruch College policy stipulates that 60 percent of the major courses must be taken at Baruch; i.e., only 40 percent or 9 credits can be applied to the major. Courses exceeding this limit will be counted as free electives.	

Baruch College Upper Division Courses Remaining for Baccalaureate Degree⁶

		Credit Granted
General Education		
N/A	0	0
	Subtotal	0
Required Courses for the BBA program		
Required Liberal Arts Courses		
COM 2020	Introduction to Business Communication	3
COM 3021	Professional Speech Communication	1.5
Business Core		
ACC 2203 OR ACC 3202	Principles of Managerial Accounting for Non-accounting Majors Accounting Information Systems (for Accounting Majors)	3
BPL 5100	Business Policy	3
FIN 2000	Principles of Financial Planning and Individual Investing	1.5
FIN 3000	Principles of Finance	3
OPM 3000	Service Operations Management	3
MKT 3000	Marketing Foundations	3
MGT 3120	Fundamentals of Management	3
QNT 2020	Foundations of Predictive Analytics and Decision Modeling	3
	Total	27

⁶ Remaining courses will vary slightly depending on major concentration courses completed at Bronx Community College prior to transfer

Major		
Complete the requirements of one of the business majors:		24
Major	Program Code	
Accountancy	01913	
Computer Information Systems (Three Tracks)	21849	
General Computer Information Systems		
Data Analytics		
Information Risk Management and Cybersecurity		
Economics	01932	
Entrepreneurship	21877	
Finance	01918	
Industrial/Organizational Psychology	01965	
International Business	32810	
Management (Three Tracks)	01921	
Human Resource Management		
Operations Management and Analytics		
Operations Management and Consulting		
Marketing Management (Five Tracks)	01927	
Advertising and Marketing Communications		
Digital Marketing		
General Marketing		
International Marketing		
Marketing Analytics		
Real Estate	30314	
Statistics and Quantitative Modeling	01916	

College option and Electives	
College option	6
Free Electives	6-7
Total credits at Baruch College: 63-64	
Total credits of the combined program: 124	