

TRANSFER PATHWAY GUIDE

2023-2024

Associate of Science in Business Administration To Bachelor of Science in Business Administration – Marketing

Overview

Completion of the following curriculum will satisfy the requirements for the Associate of Science (AS) in Business Administration degree at Ivy Tech Community College (ITCC) and leads to the Bachelor of Science in Business Administration (BSBA) – Marketing degree at Northern Kentucky University (NKU).

Applying to the IvyTech2NKU Program

Students can apply to participate in the pathway program by completing the online application on the NKU transfer webpage. Students must be enrolled in at least six credit hours at Ivy Tech, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at Ivy Tech.

Degree Requirements for Ivy Tech

To earn a degree at Ivy Tech a student must successfully complete the required number of credits for the degree, attain a minimum GPA of 2.0 in the required technical and general education courses, and complete at least 15 degree credits in the curriculum as a regular student of Ivy Tech.

Admission Requirements to NKU

Students completing an associate degree with a cumulative GPA of 2.0 or higher will be accepted into NKU. The BSBA is a selective admission program. All BSBA students, including transfer students, enter as pre-majors prior to earning full admission to the major.

BSBA pre-reses to be admitted into any BSBA major. All transfer students must complete a minimum of 12 credit hours at NKU (in any combination of courses) in order to establish an NKU GPA before applying for admission to the BSBA major. Students must meet pre-requisites for each course.

This major can be completed face-to-face or online. If completed fully online, courses are offered in seven-week formats.

Ivy Tech Community College of Indiana

Students must complete the following courses for an AS in Business Administration.

Category 1: ITCC Indiana College Core Competencies

ITCC Course	Course or Category	Credits	NKU Course	Completed
ENGL 111	English Composition	3	ENG 101	
COMM 101	Fundamentals of Public Speaking	3	CMST 101	
MATH 136	College Algebra	3	(MAT 102 or MAT 103) + MAT 100T	
MATH 201	Brief Calculus	3	MAT 112	
TBS XXX	Scientific Ways of Knowing	3	TBD XXX	
TBS XXX	Scientific Ways of Knowing	3	TBD XXX	
PSYC 101	Introduction to Psychology	3	PSY 100	
PHIL 102	Introduction to Ethics	3	PHI 200	
ECON 201	Principles of Macroeconomics	3	ECO 100	
ECON 202	Principles of Microeconomics	3	ECO 101	
	Subtotal General Education Core	30		

Grade of A or B in MATH 136 equates to MAT 103 + MAT 100T. Grade of C or D in MATH 136 equates to MAT 102 + MAT 100T.

TBS XXX

Northern Kentucky University - Marketing, BSBA

Category 3: NKU Business Core Requirements for the BSBA

NKU Course	Course	Credits	ITCC Course	Taken at ITCC
ACC 200	Introductory Financial Accounting	3	ACCT 101	x
ACC 200L	Financial Accounting Lab	1		

NKU Course	Course	Credits	ITCC Course	Taken at ITCC
MKT 499 SPB 335	Independent Study: Marketing (1-3 credits) Event Planning and Management			
	Subtotal Major Credit Hours	24		

Category 5: Additional Requirements at NKU

NKU Course	Course	Credits	ITCC Course	Taken at ITCC
	Subtotal Elective (300/400 level) Hours	9		
	Total Baccalaureate Degree Credit Hours	120		