

MINNESOTA STATE COLLEGES AND
UNIVERSITIES*
ARTICULATION AGREEMENT
BETWEEN

Saint Paul College
AND
Bethel University – College of Arts & Sciences

*The Board of Trustees of the Minnesota State Colleges and Universities is authorized by Minnesota Statutes, Chapter 136F to enter into Agreements and has delegated this authority to colleges and universities.

This Agreement is entered into between **Saint Paul College** (hereinafter sending institution), and **Bethel University – College of Arts & Sciences** (hereinafter receiving institution). This Agreement and any amendments and supplements, shall be interpreted pursuant to the laws of the State of Minnesota.

The sending institution has established an **Associate of Applied Science in Marketing** (hereinafter sending program), and the receiving institution has established a **Bachelor of Arts degree in Business** (hereinafter receiving program), and will facilitate credit transfer and provide a smooth transition from one related program to another. It is mutually agreed:

Admission and Graduation Requirements

- A. The receiving institution's admission and program admission requirements apply to both direct entry students and to students who transfer under this agreement.
- B. Students must fulfill the graduation requirements at both institutions.
- C. Students must complete the entire sending program and meet the receiving institution's admission requirements for the agreement to apply.

Transfer of Credits

- A. The receiving institution will accept **60** credits from the sending program. A total of **65-74** credits remain to complete the receiving program.
- B. Courses will transfer as described in the attached Program Articulation Table. For system institutions, once the courses are encoded, they will transfer as described in the Transferology Audit.

Implementation and Review

- A. The Chief Academic Officers or designees of the parties to this agreement will implement the terms of this agreement, including identifying and incorporating any changes into subsequent agreements, assuring compliance with system policy, procedure and guidelines, and conducting a periodic review of this agreement.
- B. This Articulation Agreement is effective on **09/01/2016** and shall remain in effect until the end date of **09/01/2021** or for five years, whichever occurs first, unless terminated or amended by either party with 90 days prior written notice.
- C. The college and university shall work with students to resolve the transfer of courses should changes to either program occur while the agreement is in effect.
- D. This Articulation Agreement will be reviewed by both parties beginning **04/01/2021** (within six months of the end date).
- E. When a student notifies the receiving institution of their intent to follow this agreement, the receiving institution will encode course waivers and substitutions.

PROGRAM ARTICULATION TABLE

	College (sending)	University (receiving)
Institution	Saint Paul College	Bethel University - CAS
Program name	Marketing	Business
Award Type (e.g., AS)	Associate of Applied Science	Bachelor of Arts
Credit Length	60	122
CIP code (6-digit)	52.1401	52.0201
Describe program admission requirements (if any)	Reading: Score of 78+ or grade of "C" or better in READ 0722 Writing: Score of 78+ or grade of "C" or better in ENGL 0922 Arithmetic: Score of 20+	http://catalog.bethel.edu/arts-sciences/academic-programs-departments/business-economics/business-ba/#emphasestext

Instructions

- List all required courses in both academic programs.
- MnTC goal areas transfer to the receiving institution according to the goal areas designated by the sending institution.
- Do not indicate a goal area for general education courses that are not part of the MnTC.
- For restricted or unrestricted electives, list number of credits.
- Credits applied: the receiving institution course credit amount may be more or less than the sending institution credit amount. Enter the number of credits that the receiving institution will apply toward degree completion.
- Show equivalent university-college courses on the same row to ensure accurate DARS encoding.
- Equiv/Sub/Wav column: If a course is to be encoded as equivalent, enter Equiv. If a course is to be accepted by the university as a "substitution" only for the purposes of this agreement, enter Sub. If a course requirement is waived by the receiving institution, enter Wav. If a course is to be accepted by the university as a MnTC goal area, restricted elective or unrestricted elective, leave the cell blank.

(To add rows, place cursor outside of the end of a row and press enter.)

SECTION A - Minnesota Transfer Curriculum-General Education

College (sending)			University (receiving)			
course prefix, number and name	Goal(s) ¹	Credits	course prefix, number and name	General Education Category	Credits Applied	Equiv Sub Wav
Minnesota Transfer Curriculum-General Education						
Goal 1: ENGL 1711 Composition	1	4	GES 110 College Writing (3 cr)	GES110	4	Equiv
Goal 1: SPCH XXXX	1	3	Elective		3	Equiv
Goal 3 or Goal 4: Recommend MATH 1740 Intro to Statistics	3 or 4	3	MAT 207M Statistics ²	M	3	Equiv
Goal 5: ECON 1720 Macroeconomics or ECON 1730 Microeconomics	5	3	ECO 203 Intro to Macroeconomics (2 cr) or ECO 202 ³ Intro to Microeconomics (2 cr)		3	Equiv
Goal 6: Recommend ARTS XXXX	6	3	"A" course—Artistic Experience ⁴	A	3	Equiv
MnTC/General Education Total		16				

² If recommended course is not taken, equivalency will change

³ The combination of ECO202 and ECO203 is equivalent to ECO201, a core business major requirement, at Bethel University

⁴ ARTS course must include hands-on experience with an art form in order to be equivalent to an "A" tag course at Bethel. Use the Transfer Evaluation System (TES) to help you.

Special Notes, if any: It is highly encouraged Saint Paul College students reference either the Transfer Guide at Saint Paul College's or Bethel's Transfer Evaluation System (<https://www.bethel.edu/undergrad/admissions/explore/transferring-credits>) to determine if their selected courses (within the MnTC Goals) meet Bethel's general education requirements. This will aid future Bethel students in graduating on time.

SECTION B - Major, Emphasis, Restricted and Unrestricted Electives or Other

(pre-requisite courses, required core courses, required courses in an emphasis, or electives (restricted or general) within the major) Restricted electives (in Major) fulfill a specific requirement within a major. Example A: "Chose two of the following three courses;" Example B: A Biology degree may require 40 science credits (20 credits of required courses + 20 credits of listed related courses, such as botany, genetics, sociobiology, etc. which students can select).

Major, Emphasis, Restricted, Unrestricted Electives or Other Courses				
ACCT 1411 Principles of Accounting 1	4	Business Elective	4	Equiv
BUSN 1449 Business Communications	3	BUS 208 Business Communication	3	Equiv
BTEC 1421 Business Information Applications or CSCI 2410 Management Information Systems	3	BUS 105 ITA ⁵ Elective	3	Sub/ Equiv
BUSN 1410 Introduction to Business	3	Business Elective	3	Equiv
BUSN 2465 Business Ethics	3	Business Elective	3	Equiv
BUSN 1440 Marketing Principles	3	BUS 220 Principles of Marketing	3	Equiv
BUSN 1441 Consumer Behavior	3	Business Elective	3	Equiv
BUSN 1444 Advertising and Promotional Strategies	3	BUS 319 Advertising and Promotion	3	Sub
BUSN 1446 Sales and Account Management	3	BUS 315 Sales and Sales Management	3	Sub
HSPN 2440 Hospitality Marketing and Sales	3	Elective	3	Equiv
HSPM 1440 Event Management and Planning	3	Elective	3	Equiv
INTL 2530 International Marketing	3	BUS 318G Global Marketing	3	Sub
BUSN 2450 Management Fundamentals	3	BUS 230 Principles of Management	3	Equiv
BUSN 2472 Business Negotiation Skills	3	Business Elective	3	Equiv
BUSN 1480 Business Career Resources	1	Business Elective	1	Equiv
Unrestricted elective credits (if none enter 0)	0	College's unrestricted elective credits accepted in transfer (if none enter 0)		
Major, Emphasis, Unrestricted Electives Total	44	Total College Credits Applied (sum of sections A and B)	60	

Special Notes, if any:

Transferring in BUS319 and BUS315 will not count toward the 37 upper level credits Bethel students need for graduation because the Saint Paul College course is at the 1000 level.

SECTION C - Remaining University (receiving) Requirements

	course prefix, number and name	Credits
	Core General Education Courses remaining: 25 credits	
	GES 125 Introduction to the Creative Arts	4
	PEA 100 Physical Wellness	1
	Q course – Leisure and Lifetime Sport	1
	Choose one from:	3
	BIB 101 Introduction to the Bible (3 cr.)	
	THE 201 Christian Theology (3 cr.)	
	J course – Interpreting Biblical Themes (3 cr.)	
	D course – Lab Science	4
	GES 130 Christianity and Western Culture	4
	S course – Second Language	4
	Z course – Cross-Cultural Experience	1
	P course – Contemporary Christian Issues	3

⁵ Bethel highly recommends completing this course in order to transfer in a core business major requirement.

Core Courses remaining: 19-20 credits		
BUS 130 Business Math Or BUS 100M Business Calculus		3
BUS 105 Information Technology & Applications		
BUS 210 Financial Accounting		4
BUS 220 Principles of Marketing		
BUS 230 Principles of Management		
BUS 344 Managerial Finance		4
BUS 361 Business Law		3
BUS 481 Internship in Business		3-4
ECO 202 Intro to Microeconomics or ECO 203 Intro to Macroeconomics		2
MAT 207M Statistical Analysis		
Pick one (or more) emphasis:		
Accounting Emphasis 27-28 credits		
BUS 200 Individual Tax Preparation		3
BUS 310 Intermediate Accounting I		4
BUS 311 Intermediate Accounting II		4
BUS 312Z Federal Income Taxes		3
BUS 313 Strategic Managerial Accounting		3
BUS 410 Advanced Accounting		3
BUS 414 Auditing Principles and Procedures		4
ECO elective 301 and above		3
Business Analysis and Analytics Emphasis 25-27 credits		
COS 100 Introduction to Programming		3
BUS 317 Business Analytics		4
BUS 334 Principles of Project Management		3
BUS 417 Business Analysis and Analytics Seminar		3
BUS 430 Strategic Management		3
Choose one from:		3
ECO 301 Intermediate Microeconomics (3 cr.)		
ECO 302 Intermediate Macroeconomics (3 cr.)		
Choose two from:		6-8
BUS 321 Marketing Research (3 cr.)		
BUS 352 Financial Valuation (3 cr.)		
ECO 340 Econometrics (4 cr.)		
COM 215 Web Design for Mass Media (3 cr.)		
COS 105 Computer Science 1 (4 cr.)		
COS 212 Computer Science 2 (4 cr.)		
One BUS/ECO course elective		
Finance Emphasis 19-20 credits		
Choose one from:		3-4
BUS 310 Intermediate Accounting (4 cr.)		
BUS 313 Strategic Managerial Accounting (3 cr.)		
BUS 352 Financial Valuation		3
BUS 390 Investments		4
BUS 440 Capital Markets		3
BUS 470 Finance Seminar		3
ECO 302 Intermediate Macroeconomics		3
Two BUS/ECO electives (at least one above 100)		
Human Resource Management Emphasis 27 credits		
BUS 231 Human Resource Management		3
BUS 330 Compensation Theory and Practice		3
BUS 331 Staffing, Training, and Development		3
BUS 335 Organizational Behavior		3
BUS 430 Strategic Management		3
BUS 493 Human Resource Management Seminar		3

	Choose one from:	3
	ECO 301 Intermediate Microeconomics (3 cr.)	
	ECO 302 Intermediate Macroeconomics (3 cr.)	
	Two BUS/ECO electives (at least one above 100)	
	Innovation and Entrepreneurship Emphasis	
	21 Credits	
	BUS 231 Human Resource Management	3
	BUS 232 Innovation and Entrepreneurship	3
	BUS 333 Entrepreneurship Strategies and Tools	3
	BUS 475 Innovation and Entrepreneurship Seminar	3
	ECO 301 Intermediate Microeconomics	3
	Choose one from:	3
	BUS 334 Principles of Project Management (3 cr.)	
	BUS 430 Strategic Management (3 cr.)	
	Choose one from:	3
	BUS 315 Sales and Sales Management (3 cr.)	
	BUS 319 Advertising and Promotion (3 cr.)	
	BUS 324 Consumer Behavior (3 cr.)	
	Two BUS/ECO electives (at least one above 100/200)	
	International Emphasis	
	24-26 Credits	
	ECO 302 Intermediate Macroeconomics	3
	ECO 305 International Trade and Finance	3
	BUS 318G Global Marketing	3
	BUS 430 Strategic Management	3
	BUS 455 International Business Seminar	3
	Choose one World Languages and Cultures course in additional to fulfilling the general education requirement	3-4
	Choose one Intercultural competency from:	3-4
	COM355Z Intercultural Communication (4 cr.)	
	SCS340Z Principles and Methods of Intercultural Leadership (3 cr.)	
	ANT214U Peoples and Cultures of Latin America (3 cr.)	
	ANT241UZ Peoples and Cultures of Africa (4 cr.)	
	Choose one from:	3
	BUS 202Z Introduction to International Business (3 cr.)	
	BUS 342GZ International Market Issues (3 cr.)	
	One BUS/ECO course elective	
	Marketing Emphasis	
	15 Credits	
	BUS 309 Brand Management	3
	BUS 318G Global Marketing	
	ECO 301 Intermediate Microeconomics	3
	BUS 321 Marketing Research	3
	BUS 324 Consumer Behavior	3
	BUS 420 Marketing Seminar	3
	Choose one from:	
	BUS 315 Sales and Sales Management (3 cr.)	
	BUS 319 Advertising and Promotion (3 cr.)	
	BUS 208 Business Communication (3 cr.)	
	BUS/ECO electives (at least one above 100)	
	University unrestricted elective credits not counted elsewhere (if none enter 0)	0-6 ⁶
	Total Remaining University Credits	65-74
Special Notes, if any:	The minimum amount of credits for the completion of a Bachelor of Arts in Business at Bethel, regardless of emphasis, is 122	

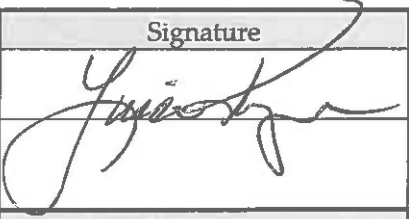

⁶ All of these credits will need to be upper level credits in order for the student to meet the 37 upper level credits required for graduation.

credits. Students must complete a minimum of 37 upper divisional courses (300+). Remaining requirements are based on the assumption that students have completed the recommended courses in Sections A & B. If other courses were selected, remaining requirements may vary. Depending on the choice of emphasis, the student's number of general education requirements could vary. Sometimes remaining general education requirements are built into the emphasis requirements.

SECTION D - Summary of Total Program Credits

College (sending) Credits		University (receiving) Requirements	
MnTC/General Education	16		
Major, Emphasis, Unrestricted Electives or Other	44		
Total College Credits	60	Total College Credits Applied	60
		Remaining credit to be taken at the university (receiving institution)	65-74
		Total Program Credits	125-134

Special Notes, if any: The minimum amount of credits for the completion of a Bachelor of Arts in Business at Bethel, regardless of emphasis, is 122 credits. Students can graduate with 122 credits if they complete additional core general education or core business classes at Saint Paul College with their elective credits. Students must complete 37 upper divisional classes (300+). Students must earn a C or higher in each transfer course in order for the credits and transfer equivalency to be applied at Bethel.

College	Name	Signature	Date
Chief Academic Officer	<i>Linda Krugstad</i>		10-13-16
<i>Interim CAO</i> Title			
University	Name	Signature	Date
Chief Academic Officer	Deborah L. Sullivan-Trainor		10-8-16
Vice President and Dean Title			