


APRIL 1, 2017

# ARTICULATION AGREEMENT

BLUE RIDGE COMMUNITY & TECHNICAL COLLEGE, MARTINSBURG, WV

AS, BA-BRCTC/BSB-SU  
SHENANDOAH UNIVERSITY  
1460 University Dr., Winchester, VA 22601



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## PURPOSE

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The purpose of the comprehensive articulation agreement between Blue Ridge Community & Technical College (BRCTC) and the Harry F. Byrd, Jr. School of Business at Shenandoah University is to create a “seamless web” of joint programs and services for students who choose to attend both institutions. It is in the best interest to minimize barriers and maximize student access. The agreement will provide its participants a seamless transition from an Associate of Science in Business Administration to a Bachelor of Business Degree in four years. For those students interested, the agreement will also provide an option for earning a Master’s Degree in Business Administration as well. The specific objectives of this agreement are to (1) better inform students of their many options as they consider attending both institutions, (2) enhance the process by which students are admitted into and transfer between the two institutions, (3) achieve increased effectiveness and student service by considering joint programs and services offered at both institutions that benefit the shared student body, and (4) undertake share leadership initiatives to better serve the economic and other community needs of the broader region.

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## BACKGROUND

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Shenandoah University and Blue Ridge CTC have enjoyed a positive relationship evidenced by the acceptance of Blue Ridge CTC students to Shenandoah University via transfer. The Harry F. Byrd, Jr. School of Business is committed to enhancing and expanding that relationship with the creation and acceptance of this agreement. The model of higher education is ever-changing and the call is for greater collaboration between institutions, as well as programmatic and service articulations that make the student transition from one institution to the other smooth and productive. As our institutions work together, each will continue to play its distinctive role yet much of the creativity and improvement in educational offerings and services for the common student body will occur where the work of both institutions is designed to merge and blend in a quality manner.

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## PROCESS

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Administrative and faculty leaders from Blue Ridge CTC and the Byrd School of Business, with endorsement and guidance from their respective presidents, will meet and confer to improve curricular and student service articulations to benefit the students who choose to attend both institutions. In addition, as matters of joint collaboration are completed, written agreements will be prepared, signed, and included in the public information releases of both institutions, including hard copy publications and electronic media. All new information being released will be shared in advance between the public information offices of the two institutions.

## COMMUNICATION & TERMS OF AGREEMENT

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1. The Harry F. Byrd, Jr. School of Business at Shenandoah University will keep Blue Ridge Community & Technical College continually advised of any changes in pre-requisites or other requirements for transfer into the Bachelor of Business Administration degree program. Information regarding transition into the Master's Degree program will be provided as well. Blue Ridge Community & Technical College will also communicate changes to curriculum requirements for the Associate of Science Degree in Business Administration.
2. The Harry F. Byrd, Jr. School of Business at Shenandoah University will keep Blue Ridge Community & Technical College continually advised of additional opportunities for prospective students, such as information sessions, etc.
3. This agreement will go into effect for those Blue Ridge Community & Technical College students transferring to the Harry F. Byrd, Jr. School of Business at Shenandoah University at the start of the 2017-18 academic year to include all subsequent updates and remain in effect until terminated by either party upon written notice to the other party of the intention to terminate. Such notice will be effective only if given 180 days prior to the intended date of termination. In the event that this agreement is terminated, the terms of the agreement contained herein will remain in effect for a minimum of three years.

### SHENANDOAH UNIVERSITY

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Miles K. Davis, Dean  
Harry F. Byrd, Jr. School of Business

\_\_\_\_\_  
Date

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Adrienne Bloss, Vice-President of Academic Affairs

\_\_\_\_\_  
Date

\_\_\_\_\_  
Tracy Fitzsimmons, President

\_\_\_\_\_  
Date

### BLUE RIDGE COMMUNITY & TECHNICAL COLLEGE

\_\_\_\_\_  
Peter G. Checkovich, President

\_\_\_\_\_  
Date

## ARTICULATION AGREEMENT

### PURPOSE

The purpose of this articulation agreement is to assist students at various levels of higher education to achieve their educational goals in an efficient and timely way. The specific objectives are to (1) inform students of the partnership between Blue Ridge Community & Technical College and the Harry F. Byrd, Jr. School of Business at Shenandoah University that results in the student achieving an Associate of Science degree in Business Administration from Blue Ridge CTC and a Bachelor of Business Administration degree from Shenandoah University;<sup>1</sup> (2) enhance the process by which students are admitted into and transfer between the two institutions; (3) achieve increased effectiveness and student service by considering joint programs and services offered at both institutions that benefit the shared body; and (4) undertake shared leadership to better serve community needs.

### ELEMENTS OF THE AGREEMENT

#### SECTION A

The following is the suggested curriculum outline and advising guide for students pursuing an A.S.- Business Administration from Blue Ridge CTC with the intention of transferring to BSB-SU for completion of the BBA in four years and, if so desired, transition in to the MBA program at BSB-SU. The courses listed in the following table will be completed at Blue Ridge CTC prior to transfer to BSB-SU.

BRCTC Course	Shenandoah University Equivalent
ART 103 – Introduction to Visual Arts [OR] MUSC 111 – Introduction to Music	ART-200 (Domain 2) MULT-275 (Domain 2)
PHYS 103/104 or BIOL 101/102 - Any Science with Lab	Domain 4
CAS 111 – Information Literacy	IST-204 (Required Business Core)
COMM 202 – Fundamentals of Speech	MCOM-150 (Domain 1)
ENGL 101 – Written English	ENG-101 (Domain 1)
ENG 102 – Writing for the Arts & Hum	ENG-Elec
ENGL 204 – Sur of American Lit [OR] ENGL 208 – Survey of World Literature I	ENG-Elec ENG-Elec
HIST 101 – World History to 1500 [OR] HIST 102 – World History Since 1500	HIST-101 (Domain 7) HIST-102 (Domain 7)
MATH 114 – Elementary Probability & Statistics	MATH-207 <sup>2</sup> (Domain 3)
PSCI 101 – American Federal Government	PSCI-201
PSYC 203 – Introduction to Psychology [OR] SOC 203 – General Sociology	PSY-101 [OR] SOC-101

<sup>1</sup> A path to a Master's Degree in Business Administration is also provided.

<sup>2</sup> Accepted by Shenandoah University as MATH-207, which the Harry F. Byrd, Jr. School of Business will accept as BA-203 – Statistics & Data Analysis for Business. Students under this agreement will not be required to complete MATH-101 or its equivalent as the statistics course is being completed prior to transfer in.

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ACCT 201 – Principles of Accounting I	BA-211 (Required Business Core)
ACCT 202 – Principles of Accounting II	BA-212 (Required Business Core)
BUSN 205 – Business Ethics	Domain 5 Elective
BUSN 231 – Marketing	BA-Elec (100/200-level)
BUSN 201 – Principles of Management	BA-Elec (100/200-level)
ECON 205 – Principles of Macroeconomics	EC-211 (Domain 6)
ECON 206 – Principles of Microeconomics	EC-212 (Domain 6)
LGST 212 – Business Law	FREE-Elec

Notes:

1. Shenandoah University will accept up to ninety (90) credits for transfer but no more than sixty (60) of those credits will be applied to the Bachelor of Business Administration degree. The university will award credit for those courses not counting toward the degree and will list them as "Other Courses."
2. Students will follow the prescribed course plan as set for by Blue Ridge CTC to complete the Associate of Science degree in Business Administration.
3. A suggested course map for completion of courses at the Byrd School of Business can be found in Appendix 1.
4. If a student graduates with the Associate of Science degree in Business Administration at BRCTC, any general education requirements not specifically met will be waived.
5. CLEP Examinations honored by Blue Ridge CTC will also be honored by BSB-SU and accepted as transfer credit.
6. Students must have a minimum cumulative GPA of 2.0 to transfer to Shenandoah University.
7. Students MUST earn a grade of "C-" or better in all courses completed at Blue Ridge CTC for successful transfer of credits per university policy.
8. Students will enter BSB-SU with junior-level standing.

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## SECTION B

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Upon completion of the Associate of Science degree in Business Administration, students under this agreement enter the Harry F. Byrd, Jr. School of Business to complete the Bachelor of Business Administration degree. Students may or may not complete the degree with a specified concentration. A list of available concentrations and the requirements is provided in Appendix 2. The Byrd School of Business offers five additional majors under the BBA degree. Appendix 4 lists these majors and any additional requirements that differ from the general BBA with or without a concentration.<sup>3</sup> The following list includes the requirements that students participating in this agreement MUST complete at Shenandoah University. A suggested course sequence may be found in Appendix 1. This sequence may be adjusted under the guidance of the student's faculty advisor to best accommodate the needs of the student in completing the chosen concentration when applicable.

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### UNDERGRADUATE COURSE REQUIREMENTS AT SHENANDOAH UNIVERSITY

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BBA Core Requirements as listed below (11 – 3-credit courses):

- BA-302 Quantitative Methods
- BA-303 Legal Environment of Business
- BA-307 Introduction to Management and Organizational Behavior
- BA-310 Introduction to MIS & E-Commerce
- BA-330 Introduction to Finance
- BA-360 Introduction to Marketing
- BA-395 Introduction to Operations & Supply Chain Management
- BA-453 Human Resource Management & Business Ethics
- BA-490 Business Policy & Strategy
- EC-450 International Economics
- MCOM-350 Business & Professional Communication

Supporting BBA Electives (6 – 3-credit courses)<sup>4</sup>

- Courses must have a BA, EC, IST, or SM prefix and not be considered part of the core curriculum.
- No more than two (2) 3-credit courses may be at the 100/200-levels. Two electives are being transferred in from Blue Ridge CTC that will full the 100/200-level courses
- Courses related to a specific concentration fulfill this requirement. The required courses for each concentration can be found in Appendix 2.
- Students are required to meet the Byrd School of Business Experiential Learning requirement. This can be done by taking a pre-approved course (list in Appendix 3) or by other means as approved by the dean of the business school.

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<sup>3</sup> Students interested in one of the majors should consult with the Byrd School of Business prior to transfer so that a clear path for completion of the bachelor's degree in the 2 years after transfer can be mapped out.

<sup>4</sup> For students wishing to complete the Accounting concentration, 8 – 3-credit courses will be required as outlined in Appendix 2.

## APPENDICES

### APPENDIX 1

#### SUGGESTED COURSE SEQUENCE – BBA WITH OR WITHOUT A CONCENTRATION<sup>5</sup>

##### JUNIOR YEAR 1<sup>ST</sup> SEMESTER (1<sup>ST</sup> YEAR AT SHENANDOAH UNIVERSITY)

BA 302	Quantitative Methods	3
BA 303	Legal Environment of Business	3
BA 307	Introduction to Management & Organizational Behavior	3
BA 360	Introduction to Marketing	3
	Non-Business Elective (or) BBA Elective	3

##### JUNIOR YEAR 2<sup>ND</sup> SEMESTER

BA 310	Introduction to MIS and E-Commerce	3
BA 330	Introduction to Finance	3
BA 395	Introduction to Operations & Supply Chain Management	3
MCOM 350	Business and Professional Communication	3
	Non-Business Elective (or) BBA Elective	3

##### SENIOR YEAR 3<sup>RD</sup> SEMESTER

BA 453	Human Resource Management & Business Ethics	3
EC 450	International Economics	3
	BBA Elective	3
	BBA Elective	3
	BBA Elective	3

##### SENIOR YEAR 4<sup>TH</sup> SEMESTER

BA 490	Business Policy and Strategy	3
	BBA Elective	3
	BBA Elective	3
	BBA Elective	3
	BBA Elective	3

<sup>5</sup> This is a suggested sequence – adjustments may be made with the guidance of the student’s faculty advisor in order to meet the student’s needs and to meet the requirements of a concentration should the student choose to declare one.

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## APPENDIX 2

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### BYRD SCHOOL OF BUSINESS CONCENTRATIONS

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The following are the concentrations available to students completing the Bachelor of Business Administration Degree at the Harry F. Byrd, Jr. School of Business at Shenandoah University. The information provided is taken from the Shenandoah University Undergraduate Course Catalog.

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#### ACCOUNTING CONCENTRATION

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The Accounting concentration provides a framework for careers as public or management accountants. This concentration meets all of the educational requirements of the Commonwealth of Virginia to take the CPA exam. Educational requirements differ in other jurisdictions. Students desiring certification should consult with their academic advisor.

- BA 311 Intermediate Accounting I
- BA 312 Intermediate Accounting II
- BA 315 Cost Accounting
- BA 411 Accounting for Decision Making & Control
- BA 412 Advanced Accounting
- BA 414 Income Tax I
- BA 415 Income Tax II
- BA 418 Auditing

Students under this agreement choosing this concentration will need to take two additional BBA Electives to meet the requirement. It is imperative that the student work very closely with his or her faculty advisor to meet the sequencing requirements.

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#### INFORMATION SYSTEMS TECHNOLOGY CONCENTRATION

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The Information Systems Technology curriculum develops student awareness of the roles of information systems technology within the business enterprise. Students learn how to use information systems technology to achieve organizational goals through effective utilization of computer technology and resources. Individual courses engage the student in both practical and theoretical application of information systems technology to problem solving and systems development.

Students must take a minimum of 9 credit hours from the following:

- IST 307 Object Oriented Programming
- IST 321 Emerging Technologies
- IST 354 Business Intelligence, Knowledge Management & Decision Systems
- IST 410 Database Systems
- IST 411 Data Communications & Networking
- IST 458 Social Media & Multimedia Applications for Business



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### INTERNATIONAL BUSINESS CONCENTRATION

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The International Business concentration allows the student to develop those managerial skills that will be necessary to function within the global business environment. The curriculum deals specifically with functional business areas as they relate to managing a global or multinational business enterprise.

Students must take a minimum of 9 credit hours from the following:

- BA 455 International Business
- BA 456 Seminar in International Business (GEL)
- BA 464 International Marketing
- BA 473 International Financial Management
- Foreign language courses at the 200-level and higher (up to 6 hours)

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### MANAGEMENT CONCENTRATION

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The Management curriculum develops student awareness of management functions, theory, and skills within local and global environments. Students learn to use both quantitative and behavioral methods to achieve organizational goals through effective utilization of human and material resources. Individual courses engage the students in problem solving through case analysis, simulation, and experiential methods to foster an appreciation of different management approaches in a variety of systems.

Management Course Electives (9 credits with minimum 3 credits to satisfy the experiential learning requirement from choices marked with \*):

- BA 337 Introduction to Healthcare Management
- BA 380 Professional Selling
- BA 393 Small Business Management
- BA 413 Sustainable Business Strategy
- BA 422 Contemporary Issues in Management
- BA 431 Project Management
- BA 442 Purchasing & Supply Management
- BA 446 Logistics & Distribution Management
- BA 454 Innovation & Design Thinking
- BA 455 International Business
- BA 456 Seminar in International Business (GEL)\*
- BA 471 Healthcare Law and Policy
- BA 493 Advanced Management Theory & Practice

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MARKETING CONCENTRATION

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The Marketing curriculum is aligned with contemporary marketing trends, industrial needs and marketing management skills practiced today. The purpose of a course in this area is to educate the student in terminology and concepts of the highly sophisticated areas of marketing management. The school strives to provide an opportunity for students to participate in actual marketing problems as they are confronted by in various types of organizations.

Students must take a minimum of 9 credit hours from the following:

- BA 361 Marketing Research & Development
- BA 362 Marketing Communications
- BA 363 Consumer Behavior
- BA 380 Professional Selling
- BA 460 Marketing & Brand Strategy
- BA 464 International Marketing

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APPENDIX 3

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EXPERIENTIAL LEARNING REQUIREMENT

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The following courses satisfy the “Experiential Learning Requirement” for Shenandoah University business students:

- EC 340 Moral Foundations of Free Enterprise
- BA 394 Students in Free Enterprise (SIFE)
- BA 420 Investment & Portfolio Management
- BA 456 Seminar in International Business (GEL)
- BA 493 Advanced Management Theory & Practice
- BA 498 Business Internship

Alternatively, the experiential learning requirement can be met through participation in experiential learning activities approved in advance by the dean or the program director. The following are examples of non-credit bearing options: studying abroad for a semester, internships completed without credit, etc.

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## APPENDIX 4

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### ADDITIONAL MAJORS

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There are five additional majors available to students in the Harry F. Byrd, Jr. School of Business. This articulation agreement is written toward completion of our general BBA major. Students interested in one of the following majors should express so early to allow for credit maximization as well as course planning to work toward completion in two years.

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#### ARTS, ENTERTAINMENT & MEDIA MANAGEMENT

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The Arts, Entertainment and Media (AEM) Management major is a distinctive, interdisciplinary business-focused program with exposure to arts, entertainment and media subjects. In addition to the General Education requirement and BBA business core courses, the curriculum requires courses of study from AEM areas, arts management and entrepreneurship. The purpose of this program is to expose students to the critical management issues, practices and terminology of the AEM industry while developing business acumen to benefit enterprises in the creative economy. Moreover, the emphasis of the program is to prepare students to be leaders in the AEM industry, able to bring to the benefit of organizations a foundational knowledge to assess alternatives for principled action that leads to success. Depending on the student's area of interest and elective emphasis, areas of focus could include: marketing outreach, funding development, or facilities management with museums; traffic optimization, content development, or contribution management within media organizations or the political arena; or portfolio management, program development or broadcast partnerships within entertainment organizations and/or broadcast media channels, to list a few examples.

The courses required are in alignment with the general BBA major. There are additional requirements as follows:

**General Education:**

- Students are required to take ART-200 to satisfy Domain 2.

**Non-Business Electives:**

- In addition to a course in either Sociology or Psychology, students are required to take the following courses:
  - MCOM-101 Understanding Mass Communications
  - PALM-309 Foundations of Arts Management
  - PALM-312 Arts Marketing and Audience Engagement
- The remaining electives should be related to an area of focus and approved by the student's advisor.

**BBA Supporting Electives:**

Students in this major must complete the following supporting electives:

- BA-112 Mind of the Entrepreneur
- BA-393 Small Business Management & Entrepreneurship
- BA-454 Innovation and Design Thinking

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- BA-458 New Venture Creation & Launch
- BA-459 Entertainment Management
- BA-480 Current Issues in AEM Management
- BA-498 Business Internship
- SM-473 Facility Planning & Event Management

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ECONOMICS & FINANCE

The Economics and Finance major prepares students for careers in general business and government (especially in the financial services industry and in financial management) and for advanced studies in economics and finance. The program is designed to cover much of the content of the examinations required for certification as a Chartered Financial Analyst (CFA). Non-business electives allow students to tailor their degree to suit their career goals. Students interested in behavioral foundations should consider PSY 101, 312, 316, 330 and 355 and SOC 101. Students interested in the use of information technology in support of analysis and decision-making should consider IST 307, 354 and 410. Students interested in public policy should consider PSCI 102, 103, 209, 301 and 302. Students who are interested in graduate work in economics and finance should consider MATH 201 and 202.

The courses required are in alignment with the general BBA major. There are additional requirements as follows:

**General Education:**

- Students are required to take EC-340 to satisfy Domain 5.

**BBA Supporting Electives:**

The following requirements must be fulfilled in reference to BBA supporting electives:

- EC-311 Intermediate Economics I
- EC-312 Intermediate Economics II
- EC-350 Money and Banking
- BA-404 Business Finance
- BA-420 Investment & Portfolio Management
- Other 300/400-level Economics or Finance Course; May use this for an internship
- Other BA, EC, IST, or SM courses (6 credits)

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ENTREPRENEURSHIP

Entrepreneurship is what powers the economy, and the entrepreneurship major provides students with the knowledge and tools to make ideas real. The entrepreneurship major offers a wide variety of opportunities for students to develop both fundamental and in-depth knowledge within the disciplines of management, marketing, finance, accounting, business law, information systems and technologies and organizational behavior to be effective entrepreneurs. Students will participate in comprehensive hands-on simulations and learning opportunities that will promote the development of the knowledge, skills and abilities required to launch or assume leadership roles in entrepreneurial organizations.

An Entrepreneurship major can prepare graduates for any of four types of work:

- Corporate entrepreneurship (also known as intrapreneurship), where graduates work to develop new operations or products for existing corporations
- Independent entrepreneurship, where graduates start their own for-profit firms
- Family business where graduates go into the family firm as new or future management
- Social entrepreneurship where graduates start new or develop existing not-for-profit or community service oriented firms.

The courses required are in alignment with the general BBA major. There are additional requirements as follows:

**BBA Supporting Electives:**

Students are required to take the following courses as supporting electives:

- BA-112 Mind of the Entrepreneur
- BA-361 Marketing Research & Development
- BA-393 Small Business Management & Entrepreneurship
- BA-404 Business Finance
- BA-454 Innovation & Design Thinking
- BA-457 Entrepreneurship Law
- BA-458 New Venture Creation & Launch
- BA-498 Business Internship

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HEALTHCARE MANAGEMENT

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The BBA Healthcare Management major is a distinctive, interdisciplinary program with a business focus and a strong biological component. In addition to the BBA business core and electives, the curriculum requires courses in biological sciences and other disciplines. Unlike the General Business major, because of its interdisciplinary nature, a Healthcare Management major student's program of study is almost completely pre-specified.

The courses required are in alignment with the general BBA major. There are additional requirements as follows:

**General Education:**

- Students are required to take BIO-121 (w/ lab) to satisfy Domain 4.
- Students are required to take PHIL-130 to satisfy Domain 5.

**Non-Business Electives:**

Students are required to take 24 credits (usually 8 courses) from a prescribed list of courses, which can be found in the university catalog. It is possible for students to complete a Pre-Occupational Therapy track, Pre-Physician Assistant track, or a Pre-Physical Therapy track by completing courses as specified in the university catalog.

**BBA Supporting Electives:**

Students are required to take the following courses as supporting electives:

- BA-337 Introduction to Healthcare Management
- BA-470 Current Issues in Healthcare Management
- BA-471 Health Care Law
- BA-498 Business Internship
- EC-471 Healthcare Economics
- IST-471 Healthcare Information Systems
- PH 495 Topics in Public Health

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**SPORT MANAGEMENT**

The Sport Management major is designed to prepare individuals for careers in sport/athletic administration and management; including interscholastic, intercollegiate, professional sport organizations, professional and corporate fitness organizations, parks and recreation departments and non-for profit youth and sport entities. Sport management involves any combination of skills related to planning, organizing, directing, controlling, budgeting, leading, and evaluating within the context of an organization or department whose primary or service is related to sport or physical activity.

The courses required are in alignment with the general BBA major. There are additional requirements as follows:

**General Education:**

- Students must take SM-341 to fulfill Domain 5.

**Sport Management Core Courses:**

- Students must completed the following required courses:
  - SM-110 Introduction to Sport Management
  - SM-222 Contemporary Issues in Sport Management
  - SM-398 Pre-Internship Seminar
  - SM-492 Management of Sport Organizations (capstone)
  - BA-498 Internship
- In addition, students must complete a minimum of 9 credits from the following 3-credit courses:
  - SM-312 Global Aspects of Sport
  - SM-332 Sport and the Media
  - SM-351 Sport Governance and Policy
  - SM-361 Sport Consumer Behavior
  - SM-383 Sport Marketing, Sponsorship and Promotion
  - SM-450 Sport Law
  - SM-473 Sport Facility Planning and Event Management