

# Articulation Agreement

**Associate of Arts (AA): Pre-Sport Administration**  
at UC Clermont College

to

**Bachelor of Science in Business Administration (BSBA):  
Sports Business and Event Management**  
at the Haile/US Bank College of Business, Northern Kentucky University  
(Updated for Academic Year 2018-19)

## General Information

### Purpose

This Agreement establishes a partnership between Northern Kentucky University and UC Clermont College for the purpose of providing students a well-defined and fully integrated pathway from initial postsecondary enrollment to the Associate of Arts: Pre-Sport Administration degree to the Bachelor of Science in Business Administration: Sports Business and Event Management degree.

### NKU Degrees/Programs Covered in this Agreement

All academic progression plans in this Agreement apply only to students who successfully complete all requirements and are awarded the Associate of Arts degree at UC Clermont College, and thus satisfy all General Education requirements at Northern Kentucky University. Students who do not complete the AA degree before transferring must satisfy General Education requirements at NKU on a course-by-course equivalency basis.

Bachelor of Science in Business Administration major tracks included in this Agreement are:

- Sports Business and Event Management

### Provisions for Review, Revision and Catalog of Record Designation

Both parties agree to review this Agreement on an annual basis on or about the release of their respective academic catalogs for the forthcoming academic year, and to make any necessary updates required by curricular changes.

To avoid disadvantaging students at UC Clermont College who have formally begun the four year progression outlined in this document, students enrolling at Northern Kentucky University with an earned AA degree from UC Clermont College will be permitted to designate their catalog of record up to two years before the year of NKU enrollment, if such designation is to their advantage.

### Benefits for Students Provided by Northern Kentucky University

The Haile/US Bank College of Business and Northern Kentucky University will make the benefits listed below available to students of UC Clermont College who have formally declared their intent to earn the AA degree and subsequently pursue the BSBA degree at Northern Kentucky University.

- Access to online or on-campus advising from a Haile/US Bank College of Business professional advisor while enrolled at UC Clermont College before entering NKU.
- Guidance from Haile/US Bank College of Business faculty and advisors in selection of BSBA major and related career opportunities while enrolled at UC Clermont College before entering NKU.
- [*Pending: partner will be notified when available*] Access to transfer student-only merit scholarships awarded by both the College and the University. (Award of scholarships is competitive and cannot be guaranteed.)

- First semester transfer student-only orientation program presented by the Haile/US Bank College of Business (in addition to and does not replace NKU general transfer orientation requirements).
- Priority access to the Haile/US Bank College of Business *Executive Mentor Program* (not available to Online majors).
- Priority access to the Haile/US Bank College of Business *Hired! Haile Growth Partnership Program* (not available to Online majors).

#### Benefits for Students Provided by UC Clermont College

The University of Cincinnati's Clermont College will make the benefits listed below available to students at UC Clermont College who have formally declared their intent to earn the Associate of Arts degree at Clermont College.

- Access to an orientation program and academic advising from the Advising Center at Clermont College during the completion of the associate's degree
- Guidance from Clermont College faculty and advisors regarding course selection, professional development, career opportunities and transfer expectations
- Access to scholarships while enrolled at Clermont College (Award of scholarships is competitive and cannot be guaranteed).

#### Additional Partnership Commitments

All parties to this Agreement commit to the following in order to enhance the success of our students:

- Frequent communication at all levels.
- Collaboration in instructional rigor and content to insure that students are well-prepared for upper division coursework.
- Sharing aggregated student data and analytics concerning relevant student experiences and outcomes.

#### Cancellation and Expiration

This Agreement may be cancelled by the chief academic officer of either institution by providing written notice to the other at least one academic semester prior to the effective date of termination.

This Agreement will be considered continuous for five (5) years from the date of signing unless revision or cancellation is requested by either party. The Agreement will expire after five (5) years unless renewed by agreement of both parties.

## **Curriculum (AY 2018-19 Academic Catalog)**

Completion of the following curriculum will satisfy the requirements under the AY 2018-19 academic catalog for the AA: Pre-Sport Administration degree at UC Clermont College and leads to the BSBA-Sports Business and Event Management degree in the Haile/US Bank College of Business at Northern Kentucky University.

Northern Kentucky University recognizes the completion of General Education certification requirements at any U.S. regionally accredited institution of higher education as fulfilling NKU General Education certification requirements. Table 1 (following) makes specific course stipulations in the General Education block where those specified courses will also fulfill Haile/US Bank College of Business BSBA requirements.

### **Additional Admission Requirements for BSBA Majors:**

The BSBA is a selective admission program. All BSBA students enter as pre-majors (e.g., Accounting Pre-Major) prior to earning full admission to the major (e.g., Accounting Major).

BSBA pre-majors must complete each of the six designated selective admission courses (ACC 200, ACC 201, BUS 230, ECO 200, ECO 201, and MKT 205, or approved equivalents) in the BSBA Business Core with a grade of C- or better and earn an overall NKU GPA of 2.500 or better 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 transferring to NKU from UC Clermont College must earn a minimum grade of C- in each of the following transferred UC Clermont College courses in order to meet selective admission requirements without having to repeat equivalent courses at NKU: ACCT 2081, ACCT 2082, BLAW 2080, MKTG 2080, ECON 1001, ECON 1002.

Students transferring credit for ACC 200 Principles of Accounting I-Financial are not required to complete ACC 200L Financial Accounting Lab (1 credit).

**Table 1: First and Second Year Progression at  
UC Clermont College**

<b>AA: Pre-Sport Administration</b>	<b>UC-CC Course</b>	<b>NKU Course</b>	<b>Credit Hours</b>
<b>Ohio Transfer Module (General Education) Requirements</b>			
English Composition [English Composition]	ENGL 1001	ENG 101	3
English Composition [Intermediate Composition]	ENGL 2089	ENG 291	3
Oral Communication [Introduction to Effective Speaking]	COMM 1071	CMST 101	3
Mathematics [Elementary Statistics I]	STAT 1034	STA 113	3
Social/Behavioral Sciences 1 [Intro to Microeconomics]	ECON 1001 <sup>1</sup>	ECO 201 <sup>1</sup>	3
Social/Behavioral Sciences 2 [History elective]	select	tbd	3
Arts/Humanities 1 [Sports Ethics for Sports Law]	SMGT 2040	SPB 330	3
Arts/Humanities 2	select	tbd	3
Natural Science (with lab – for transfer)	select	tbd	4
Natural Science (lab optional)	select	tbd	3
Transfer Module Elective 1 [Introduction to Psychology]	PSYC 1001	PSY 100	3
Transfer Module Elective 2 [Introduction to Sociology]	SOC 1001	SOC 100	3
<b>Subtotal</b>			<b>37</b>
<b>AA: Pre-Sport Administration Requirements</b>			
Sport Admin Professional Experience I	SMGT 1090	SPB 496 <sup>3</sup>	1
Sport Admin Professional Experience II	SMGT 2090	SPB 496 <sup>3</sup>	1
Introduction to Sport Administration	SMGT 1001	SPB 100T	3
Financial Accounting	ACCT 2081 <sup>1</sup>	ACC 200 <sup>1</sup>	3
Managerial Accounting	ACCT 2082 <sup>1</sup>	ACC 201 <sup>1</sup>	3
Introduction to Macroeconomics	ECON 1002 <sup>1</sup>	ECO 200 <sup>1</sup>	3
Elementary Statistics II	STA 1035 <sup>2</sup>	STA 205 <sup>2</sup>	3
Introduction to Marketing	MKTG 2080 <sup>1</sup>	MKT 205 <sup>1</sup>	3
Digital Technologies for Business	IS 2080C	BIS 101	3
Elective [Legal Environment of Business]	BLAW 2080 <sup>1</sup>	BUS 230 <sup>1</sup>	3
<b>Total AA: Pre-Sport Administration</b>			<b>63</b>
<b>Additional Courses that Transfer into BSBA Major</b>			
Economics of Sports	SMGT 2030	SPB 307	3
Sports Governance	SMGT 2011	SPB 394	3
<b>Notes:</b>			
<sup>1</sup> BSBA selective admission course.			
<sup>2</sup> Business Core course. Students can take BANA 2080 in place of taking both STAT 1034 and STAT 1035.			
<sup>3</sup> SMGT 1090 (1 credit) and SMGT 2090 (1 credit) will be transferred together as SPB 496 Sports and Events Practicum (2 credits)			

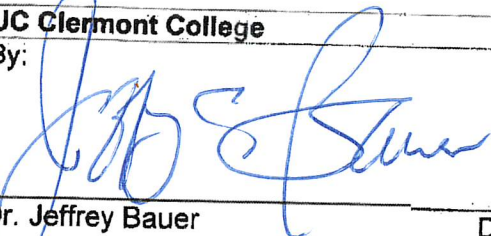


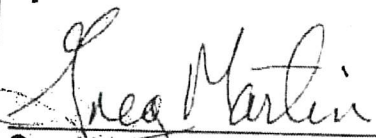
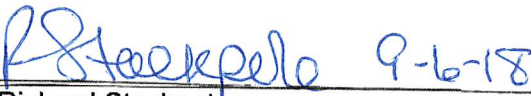

## Third and Fourth Year Progression at Northern Kentucky University

The following tables outline the requirements for each major program within the BSBA and are based on transfer to NKU with an AA degree with course credits as specified in *Table 1: First and Second Year Progression* above. Note that AA transfers are not required to complete ACC 200L Financial Accounting Lab (1 credit).

### BSBA – Sports Business and Event Management (2018-19 NKU Academic Catalog)

<b>Transferred completed AA credit hours as in Table 1 above</b>		<b>63</b>
<b>Additional Business Core Requirements</b>		
MAT 114	Finite Math	3
BIS 300	Management Information Systems	3
BIS 380	Quantitative Analysis with Excel	3
BUS 201	Haile Professionals	1
BUS 330	Ethics: Managerial Decision-Making	3
ECO 305	International Context for Business	3
FIN 305	Principles of Finance	3
MGT 300	Behavior in Organizations: Understanding Organizational Life	3
MGT 305	Operations Management in Business	3
MGT 490	Business Policy	3
<b>Additional Credit Hours in Business Core</b>		<b>28</b>
<b>Major Requirements</b>		
SPB 305	Sports Marketing and Events Research	3
SPB 307	<i>Moneyball: The Economics of Sports &amp; Events (can transfer: SMGT 2030)</i>	3
SPB 335	Event Planning and Management	3
SPB 350	Development and Fundraising Strategies in Sports	3
MKT 310	Selling Skills	3
<i>Select two courses (6 credits total) from the following group:</i>		
SPB 200	Rivalry and Rituals: International Sport	1
SPB 309	Sports and Events Public Relations	
SPB 330	<i>*Sports and Events Law (transferred: SMGT 2040)</i>	
SPB 394	<i>Topics: Sports Business Issues (can transfer: SMGT 2011)</i>	
SPB 396	Internship: Sports Business	
SPB 496	<i>Sports and Events Practicum (transferred: SMGT 1090 and SMGT 2090)</i>	
SPB 499	Independent Study: Sports and Events (1-3)	
MKT 480	Marketing Planning and Analysis	
<b>Credit Hours in Major</b>		<b>16</b>
<b>Free Electives</b>		
Free Electives are typically 200/300/400 level course work and not required to be College of Business courses; may be used in fulfillment of a second minor or major; some transfer credits may apply; consult with academic advisor.		13
<b>Credit Hours in Free Electives</b>		<b>13</b>
<b>Total [Minimum] Credit Hours Required for BSBA Degree</b>		<b>120</b>

Intending to be legally bound, by signing below, each party acknowledges its agreement with the terms and conditions of this Agreement and each signatory represent and warrant that he/she is authorized to sign on behalf of and to bind his/her party to all of the terms and conditions of this Agreement as of the Effective Date.

<b>UC Clermont College</b>	<b>Northern Kentucky University</b>
By: 	By: 
Dr. Jeffrey Bauer Dean & Professor	Sue Ott Rowlands Provost & Executive VP for Academic Affairs
By: 	By: 
Dr. Karen Lankisch Division Chair and Professor	Greg Martin Interim Dean, College of Business
By: 	By: 
Richard Stackpole Assistant Dean of Academic Affairs	Eileen Weisenbach Keller Assistant Dean, College of Business Advising Center