

## **12-1 System-wide Articulation Agreement Cover Page**

**Instructions:** The originating college (OC) must complete this cover page and attach to the system-wide articulation agreement packet before submitting to the WTCS System Office.

It is the responsibility of the originating college to review and update the agreement by the listed renewal date and submit any changes to the WTCS office. Any changes must be reviewed by the colleges who signed the original agreement.

Please submit to [programs@wtcsystem.edu](mailto:programs@wtcsystem.edu) when complete; the System Office is responsible for collecting ISA signatures.

Title of Program: AAS to BBA Technical Sales Transfer Track

Program Number: \_\_\_\_\_

Postsecondary Partner College: MSOE

Originating College: n/a

Effective Date: 1/3/2024

Renewal Date: n/a

Date of Instructional Services Meeting: 10/26/2023

**Wisconsin Technical College System (WTCS)**  
**Associate degree to Bachelor of Science in Technical and Business Management**  
(formerly BBA in Technical Sales)

**TRANSFER AGREEMENT**

between

**Wisconsin Technical College System**

and

**MILWAUKEE SCHOOL OF ENGINEERING®**  
**AAS to B.S. in Technical and Business Management Transfer Track**  
(Formerly BBA in Technical Sales)

**Effective Fall 2023**

This agreement applies to students with a WTCS AAS degree entering MSOE Fall 2023.

**PURPOSE**

Any student who:

- Has successfully completed an AAS from a WTCS program after 2018, and
- meets admission requirements for the Rader School of Business (RSOB) at the Milwaukee School of Engineering (MSOE)

can earn a Bachelor of Science degree in Technical and Business Management at MSOE by successfully completing the AAS to BS in Technical and Business Management Transfer Track in the Rader School of Business.

This program has been designed based on industry needs for individuals who have a technical expertise and the necessary business skills to develop business relationships and increase sales for companies. The need for Technical Sales specialists spans industries from Manufacturing to Agriculture, Fluid Power to Food Science to name a few. With a strong technical foundation from a WTCS AAS program, the partnership with MSOE will advance business knowledge and selling skills to produce a valuable employee in your field of technical expertise.

In particular, any student who:

- a) successfully completes all technical courses and general education courses in their AAS program with a grade of C or better (not C-) in each course,
- b) successfully completes all other specified courses, as defined in this transfer agreement, with a grade of C or better (not C-) in each course, and
- c) meets the MSOE admission requirements for transfer students into the BS Program at MSOE, minimum 2.75/4.0 cumulative GPA from the last regionally accredited school

will be admitted into the AAS to BS in Technical and Business Management Transfer Track at MSOE. Additional questions may be directed to Dr. Michael Payne, MSOE Transfer Advisor, BS Technical and Business Management program, [paynemj@msoe.edu](mailto:paynemj@msoe.edu).

**General Education Courses that will transfer  
into the MSOE AAS to BS in Technical and Business Management Transfer  
Track Program**

When General Education Classes are required for the AAS degree, it is strongly recommended to take the following classes that will count toward the BS General Education Requirements. In general, 60 WTCS semester credits will transfer as ~15 General Education requirements and ~45 Business Technical Electives, granting transfer students Junior standing in the program. The BS in Technical and Business Management will require a total of 30 MSOE General Education Credits and a minimum of 125 Total degree credits. These credits can be completed in 4 regular academic semester terms with the possibility of one summer term with only 2 classes, essentially 2 years of course work to receive a Bachelor of Science in Technical and Business Management.

<b>General Education Classes</b>	<b>Approved Transfer Course Numbers</b>
1. Written Communication	
a) COMM-1001 requirement	801-136 or 801-195
b) COMM-2001 requirement	801-197
c) COMM-3001 requirement	801-196 or 801-198
2. Math	804-116 or 804-198
3. Social Sciences and/or Humanities	Humanities and Social Sciences credits will count toward the General Education requirements at MSOE
4. Science	Science classes will be counted toward the technical credits within your area of expertise (AAS Program)

*MSOE will customize your track to meet the MSOE General Education requirements for a Bachelor of Science degree. The actual required courses may differ depending on the AAS degree program. A Generic Track is presented below to provide an example of the two-year course work needed to complete the degree.*

Transfer Credits:

~15 General Education Credits

~ 45 Business Technical Electives

40% of the degree credits must be earned at MSOE.

A generic curriculum path is displayed below:

(Specific Program courses may vary depending on AAS curriculum)

	Term	MSOE Credits	MSOE Course	MSOE Course Title
<b>Year 1</b>	<b>FALL</b>	3-0-3	BUS 2100	Organizational Management*
		3-0-3	BUS 2221	Microeconomics*
		3-0-3	COM *001	Gen ED - Comm
		3-0-3	BUS 4620	Psychology of Sales
		3-0-3	BUS 3445	Leadership Communication*
	<b>SPRING</b>	3-0-3		HSC - 6D
		4-0-4	MTH 2450	Business Statistics & Analytics
		3-0-3	COM *001	Gen ED - Comm
		3-0-3	BUS 1850	Information and Operations Technology*
		3-0-3	BUS 2660	Marketing*
<b>Summer</b>	3-0-3		HSC - 6C	
	3-0-3		HSC - 6C	
<b>Year 2</b>	<b>FALL</b>	3-0-3	BUS 3670	Market Research
		3-0-3	BUS 4900	Strategy & Forecasting*
		3-0-3	BUS 2330	Business Law*
		3-0-3	BUS 2900	Character in the Business Professions
		2-2-3	BUS 2510	Financial Accounting*
		3-0-3	BUS 4630	Process & Pipeline
	<b>SPRING</b>	3-0-3	BUS 4640	Networking & Prospecting
		2-0-3	BUS 4901	Capstone*
		3-0-3	BUS 2010	Business Analysis and Data Storytelling*
		3-0-3	BUS 3400	Project Management*
		3-0-3	BUS 3420	Innovation & Entrepreneurship*
		3-0-3	BUS 2450	Business Operations*

## PROVISIONS

The following provisions specify the standard procedures and terms of this transfer agreement. Text in italics is meant to clarify the rationale behind the corresponding provision. Non-compliance with any provision may result in nullification of this transfer agreement. Because these transfer agreement provisions are used in transfer agreements with all WTCS school. MSOE will be used to refer to Milwaukee School of Engineering.

1. WTCS will obtain the express written approval for using the other institution's name in any promotional, advertising, and marketing media associated with this transfer agreement. Any promotional literature or other media will clearly indicate that the transfer is into the AAS to BS in Technical and Business Management at MSOE. All people involved with the promotion of this transfer arrangement will clearly maintain this distinction to all audiences. A specific person in each public relations department and a specific academic program person(s) per institution will be designated for coordination and signoff, as listed on the "Institution-Specific Information" section in this transfer agreement. Each institution may electronically link to this transfer agreement and, with notice to the other party, to the website of the other institution. Guidelines for the use of MSOE®'s name and/or logo are listed on the "Guidelines for use of Milwaukee School of Engineering®'s Name and/or Logo" section in this transfer agreement.

*The motivation for this provision is to ensure that each institution complies with accreditation and institutional criteria in promotional, advertising, and marketing media.*

2. An active transfer agreement begins a five-year agreement at the commencement of fall classes in the year stated on the first page of this agreement. The agreement must be actively reviewed annually every June by program faculty of both institutions to maintain a relevant, high quality program. Reasonable accommodations will be made for students if either program must be changed, but additional courses may be required of students if program changes occur. Students must be clearly informed of this possibility "up front."

*The intent of this provision is to recognize that changes in either or both of the two academic programs must be coordinated to accommodate the minimum two-year lag between when a student begins at the Two-year College and begins at MSOE. However, each institution must preserve the right to change its academic programs on a timely basis, such as due to an immediate change in accreditation requirements.*

3. The AAS to BS in Technical and Business Management Transfer Track at MSOE will be arranged so that the student who successfully completes all of the Two-year College courses for an AAS degree may enter the MSOE AAS to BS in Technical and Business Management Transfer Track program at the beginning of the subsequent academic year as outlined in this agreement. Exceptions to this clause are stated in provision 2. In the event that a Two-year College student completes the specified courses over an extended period of time in excess of the standard full-time schedule, and during that time the specified courses and/or core curricula have changed, then reasonable efforts to accommodate this student into MSOE will

be made. However, on-track status in the AAS to BS in Technical and Business Management Transfer Track program at MSOE is not guaranteed.

*The intent of this provision is to promote curriculum stability yet to allow curriculum modifications that are advantageous or required, such as per accreditation mandates.*

4. Curriculum changes that impact the transfer agreement may not be enacted during the academic year in which the agreement is active unless both the WTCS Administration and the RSOB leadership give their explicit consent, or unless curriculum changes are dictated by accreditation or institutional mandates. Minor revisions (such as course renumbering) are permitted but must be communicated to the other institution promptly via a memorandum of understanding. Curriculum changes that do not satisfy the transfer agreement provisions will nullify this transfer agreement.

*The intent of this provision is to protect the integrity of the transfer arrangements for transfer students. This provision should be superfluous. Curriculum changes should be enacted in concert with the yearly transfer agreement renewal process.*

5. WTCS will consent to the promotion of this transfer agreement by MSOE personnel in appropriate classroom settings and at job fairs and similar functions within the WTCS.
6. Any formal presentations of this transfer agreement must be made by either WTCS representatives, who are approved by the individual designated on the "Institution-Specific Information" section, or by MSOE representatives who are knowledgeable of this transfer agreement. See provision 1.

*The intent of this provision is to ensure that the agreement is accurately communicated to interested parties.*

7. The WTCS AAS degree student must pass each course with a C or better (not C-) in order for the course to receive transfer credit in the AAS to BS in Technical and Business Management Transfer Track of at MSOE. Any exceptions to this policy must be approved in writing by the Program Director of the undergraduate business programs or his/her designee at MSOE. Under the condition that the student must retake one or more courses, the student is not guaranteed on-track status in the AAS to BS in Technical and Business Management Transfer Track program at MSOE.

*The intent of this provision is to allow an "early" course with a passing grade below a C to transfer if there is sufficient evidence in subsequent courses for which the course in question is a prerequisite to warrant the exception.*

8. MSOE will assemble lists of Social Sciences (SS), Humanities (HU), and other elective courses from WTCS that are approved to transfer under this transfer agreement if taken and successfully completed with a grade of C or better. These lists may be distributed to faculty, staff, and students for the purpose of transfer advising. The corresponding MSOE courses

will be indicated so that students do not enroll in redundant courses for the purpose of transfer.



## **Institution-Specific Information**

The purpose of this section is to provide information that is specific to each institution and is current as of the signing of this transfer agreement. Any changes to this information should be promptly communicated to the other institution. This information should include:

Name, Title, Phone Number(s), E-mail Address(es)

### **At Wisconsin Technical College System:**

Person(s) directly responsible for the partnership program:

Chrystal Seeley-Schreck  
Associate Vice President Office of Instructional Services  
608-266-2654  
[chrystal.seeleyschreck@wtcssystem.edu](mailto:chrystal.seeleyschreck@wtcssystem.edu)

Website: <https://www.wtcssystem.edu/>

Person(s) designated for coordination and signoff of public relations/marketing and other promotional materials:

Katy Pettersen  
Director, Marketing Consortium  
[katy.pettersen@wistechcolleges.org](mailto:katy.pettersen@wistechcolleges.org)

**At Milwaukee School of Engineering:**

Administrative person directly responsible for the AAS to BS in Technical and Business Management partnership program:

Dr. Ruth Barratt  
Rader School of Business, Department Chair  
414-277-2230  
[Barratt@msoe.edu](mailto:Barratt@msoe.edu)

Faculty directly responsible for the AAS to BS in Technical and Business Management Transfer Track, including curriculum changes:

Dr. Michael Payne  
Undergraduate Business Program Director, AAS to BS in Technical and Business Management Transfer Track Coordinator  
414-277-7589  
[paynemj@msoe.edu](mailto:paynemj@msoe.edu)

Person(s) designated for coordination and signoff of public relations/marketing and other promotional materials:

Mr. Sebastian Thachenkary (for sign-off)  
Vice President, Marketing and  
Community Engagement  
414-277-7141  
[thachenkary@msoe.edu](mailto:thachenkary@msoe.edu)

Dr. Michael Payne  
BS Program Director, Transfer Advisor  
414-277-7589  
[paynemj@msoe.edu](mailto:paynemj@msoe.edu)

Ms. Samantha Kammers  
Director of Admissions  
414-277-7431

Website address for the institution: [www.msoe.edu](http://www.msoe.edu)

## Guidelines for use of Milwaukee School of Engineering®'s Name and/or Logo

*The motivation for this addendum is to insure that each Institution complies with accreditation and institutional criteria in all communication materials including, but not limited to, those generated or produced for marketing, advisement and/or legal purposes.*


In an effort to meet standards set by our accreditation agencies, to minimize any confusion on the part of prospective or current students, and to protect the use of MSOE's name and logo, it is imperative that use of or reference to our name or programs be limited to those deemed appropriate by MSOE. As specified in the transfer agreement, MSOE's Executive Director of Marketing and Community Engagement or the director's designee will approve any and all narrative and graphic representation containing MSOE's name, logo or reference to our programs before it is published or distributed in any way.

To expedite the process of developing content for use in promotional literature or digital platforms, the following minimum guidelines should be followed. Noncompliance will result in disapproval.


Any promotional literature or digital media content will clearly indicate that the transfer, upon which this transfer agreement is based, is into the AAS-EET to BSEE Transfer Track of the Electrical Engineering program, not the traditional track of the Electrical Engineering (EE) program, at MSOE. All people involved with the promotion of this transfer arrangement will clearly maintain this distinction to all audiences at all times.

Our preferred reference is MSOE, however, for clarity purposes it is sometimes appropriate to use Milwaukee School of Engineering (MSOE), then use MSOE in later references of the same communication. Furthermore, MSOE will be referred to as a university. In no instance shall MSOE be referred to as a college or school.

MSOE has added a moniker to its logo. MSOE's name has not changed. Although MSOE refers to itself as a university, the word "university" is not part of its name.

The revised logo appears as below and should be used on all materials and on all digital platforms unless it would be so small that "UNIVERSITY" would be illegible. If that were the case, the original block logo  is to be used.



The name Milwaukee School of Engineering®, the acronym MSOE® and the  logo are all registered trademarks. The first time the name or acronym appear in any document they must have the ® mark. It is not necessary to include the ® mark with subsequent mentions in the same document or page. The logos have the ® mark embedded.

In materials where color is used, MSOE's logo will always be red, white and black. If PMS 200 (red) is not available, only slight variations of the color will be acceptable. If this is not possible to accomplish, the logo must appear in black and white as follows:



Given the absolute need to provide clarity as to the limitations of the transfer agreement and avoid potential misunderstandings, in no instance shall MSOE's name or logo be used on a banner of any kind. For the same reason, communication in the form of brochures, catalogs, Web pages, blogs, letters, e-mail, posters, etc. must be carefully reviewed by MSOE. MSOE's logo may not appear on the cover of any literature, nor in the header on any digital platforms.

Contact the Vice President of Marketing and Community Engagement indicated on the Institution-Specific Information section in this transfer agreement with any questions you may have and for needed approvals.

04-25-2017

## Signatories

This agreement, signed and dated this 19<sup>th</sup> day of July, 2023, has been thoroughly reviewed and approved by both institutions. The agreement is in effect for the 2023-2023 through the 2028-2029 academic years.


### Milwaukee School of Engineering



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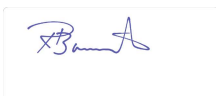
Dr. John Y. Walz  
President



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Dr. Eric T. Baumgartner  
Vice President of Academics



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Dr. Ruth Barratt  
Department Chair  
Rader School of Business



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Dr. Michael Payne  
Program Director, Transfer Advisor  
Bachelor of Business Administration

### Wisconsin Technical College System



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Dr. Colleen McCabe  
Provost and Vice President



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Ms. Chrystal Seeley-Schreck  
Associate Vice President  
Office of Instructional Services

**12-2 System-wide Articulation Agreement Signature Page**

Agreement with: MSOE  
College Partner

for the AAS to BBA Technical Sales Transfer Track and \_\_\_\_\_  
Primary State Program Title Primary Number

Date: 01/03/2024  
Calendar Date (mm/dd/yyyy)

**Wisconsin Technical College System - Instructional Service Administrators**

Karen Schmitt  
Blackhawk Technical College

Lynette Livingston  
Chippewa Valley Technical College

Jennifer A. Janter  
Fox Valley Technical College

Matthew Janisin  
Gateway Technical College

Meredith Sauer  
Lakeshore Technical College

[Signature]  
Madison Area Technical College

Christopher Severson  
Mid-State Technical College

Mohammad Dakwar  
Milwaukee Area Technical College

Douglas Hamm  
Moraine Park Technical College

Alan Javoroski  
Nicolet Area Technical College

Darren J. Ackley  
Northcentral Technical College

Karen Rogalski  
Northeast Wisconsin Technical College

[Signature]  
Northwood Technical College

Cynde Larsen  
Southwest Wisconsin Technical College

Bradley Piazza  
Waukesha County Technical College

[Signature]  
Western Technical College