

**Articulation Agreement for transfer of credits from**

**Associate Degree Programs in  
Business Management,  
Leadership Development,  
and Marketing**

**at Gateway Technical College to the**

**Bachelor of Business Administration Degree with a  
Major in Business Administration – General Business Emphasis at UW-Green Bay**

**Effective date: September 1, 2018**

**Review date: June 1, 2019**

This Articulation Agreement (“Agreement”) dated 11/13/2018 between The Board of Regents of the University of Wisconsin System, d.b.a. the University of Wisconsin-Green Bay (“UW-Green Bay”), and Gateway Technical College supersedes all prior agreements for the Program named below.

**Introduction and Rationale:**

In accordance with the University of Wisconsin System guidelines for articulation agreements between UW System Institutions and WTCS (Wisconsin Technical College System) Districts, this Agreement will allow required coursework taken the Business Management, Leadership Development, and Marketing Associate Degree programs at Gateway Technical College to transfer and satisfy requirements within the general business emphasis area of the Business Administration major at UW-Green Bay.

The purpose of this agreement and the creation of the transfer guides is to provide a seamless transfer process for students from Gateway Technical College who desire further education to enter UW-Green Bay. The Gateway Technical College program prepares students for the Business Administration program by offering introductory and upper level courses required for the Bachelor of Business Administration Degree at UW-Green Bay. Students completing an Associate Degree in Business Management, Leadership Development, or Marketing will take equivalent courses at Gateway Technical College, which are required within the UW-Green Bay curriculum.

Students who successfully complete an Associate Degree in Business Management, Leadership Development, or Marketing from Gateway Technical College and meet the admission requirements of UW-Green Bay will transfer 59 credits from the Business Management Associate Degree, 56 credits from the Leadership Development Associate Degree, and 59 credits for the Marketing Associate Degree towards the Bachelor of Business Administration degree with a Business Administration major –General Business emphasis. Students are required to successfully complete all UW-Green Bay degree requirements to earn a UW-Green Bay degree.

Presented below are the transfer guides, which will be maintained to detail the conditions under which courses required for the Business Management, Leadership Development, and Marketing Associate Degree’s will fulfill major or elective requirements at UW-Green Bay. Transfer guides will also list remaining degree requirements to be completed at UW-Green Bay. Under this program of study, Business Management students will be enrolled in year one and year two at Gateway Technical College to obtain an Associate Degree in Business Management, Leadership Development or Marketing, and year three and year four at UW-Green Bay to obtain a Bachelor Degree in Business Administration. It is acceptable for students to enroll in fewer credits in a semester and delay their graduation dates for either degree.

**Requirements:**

All of UW-Green Bay's general education category requirements not met by transfer credits must be completed.

64 credits are required to complete the Business Management Associate Degree.  
59 credits from the program named above may be transferred in as listed below.

60 credits are required to complete the Leadership Development Associate Degree.  
56 credits from the program named above may be transferred in as listed below.

64 credits are required to complete the Marketing Associate Degree.  
64 credits from the program named above may be transferred in as listed below.

Elective courses taken at Gateway Technical College which are not listed in this agreement will be reviewed by the Registrar's Office or faculty at UW-Green Bay on a case-by-case basis.

Students must maintain a cumulative GPA of 2.5 to proceed in the course progression for a Business Administration major or minor. All students must meet Business Administration's exit requirement to graduate with a Business Administration major. Students intending to graduate with this major must have a minimum 2.5 cumulative grade point average.

In order to be awarded a degree from UW-Green Bay:

- A minimum of 30 credits must be earned at UW-Green Bay;
- The minimum credit residency requirement for a major is 15 credits;
- The minimum credit residency requirement for a minor is nine credits;
- One-half of the upper level requirements for any major, minor, etc., must be earned at UW-Green Bay.

**Conditions:**

The terms of this Articulation Agreement apply only for the purposes of the entry into the Business Administration Major- General Business emphasis at UW-Green Bay from the Business Management, Leadership Development, or Marketing Associate Degrees at Gateway Technical College.

## Business Management Associate Degree

The chart below indicates how the required courses from the **Business Management Associate Degree** at Gateway Technical College will transfer to UW-Green Bay to satisfy general education and required coursework toward a Bachelor Degree in Business Administration with a major in Business Administration – General Business emphasis. Students will take at least 64 credits at Gateway Technical College. Of those, 59 will transfer to UW-Green Bay.

Gateway			UW-Green Bay		
<b>First Semester</b>					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
101-114	Accounting Principles	4	ACCTG 300	Introductory Accounting	4
102-137	Business/Intro to	3	BUS ADM 202	Business and It's Environment Gen Ed: Social Science	3
102-160	Business Law	3	BUS ADM 305	Legal Environment of Business	3
103-143	Computers for Professionals	3		Elective credit	3
10-801-196	Oral/Interpersonal Comm	3	COMM 166	Fund. of Interpersonal Communication	3
<b>Total credits earned</b>		<b>16</b>	<b>Total credits accepted</b>		<b>16</b>

<b>Second Semester</b>					
104-101	Marketing Principles	3	BUS ADM 322	Introductory Marketing	3
104-104	Selling Principles	3		Elective Credit	3
801-136	English Composition 1	3	ENG COMP 100	College Writing	3
804-115	College Technical Math 1	5	MATH 094	Elementary Algebra	0
809-198	Psychology, Introduction to	3	PSYCH 102	Introduction to Psychology	3
<b>Total credits earned</b>		<b>17</b>	<b>Total credits accepted</b>		<b>12</b>

<b>Third Semester</b>					
104-105	Promotion Principles	3		Elective credit	3
105-106	Business Communications	3	COMM 185	Business and Media Writing	3
196-190	Leadership Development	3	BUS ADM 472	Leadership Development	3
196-191	Supervision	3		Elective Credit	3
809-172	Diversity Studies, Introduction to	3	HUM STUD 213	Gen Ed: Ethnic Studies Perspective	3
<b>Total credits earned</b>		<b>15</b>	<b>Total credits accepted</b>		<b>15</b>

<b>Fourth Semester</b>					
806-112	Principles of Sustainability	3		Gen Ed: Sustainability Perspective	3
102-196	Business Decision Management	4		Elective Credit	4
102-196	Credit Management	3		Elective Credit	3
809-144	Macroeconomics	3	ECON 202	Macroeconomics Gen Ed: Social Science	3
<b>Total credits earned</b>		<b>13</b>	<b>Total credits accepted</b>		<b>13</b>

<b>Three Elective Credits</b>					
Students will select one, three credit elective course from the list below					
104-194	International Marketing	3	BUS ADM 421	International Marketing	3
196-189	Team Building/Problem Solving	3	Upper Level BUS ADM Elective	Substitutes for BUS ADM 389	3
196-193	Human Resource Management	3	BUS ADM 362	Intro to HR Management	3
809-143	Microeconomics	3	ECON 203	Microeconomics	3

<b>Total credits earned at Gateway</b>	<b>64</b>	<b>Total credits accepted at UW-Green Bay</b>	<b>59</b>
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### General Education Requirements:

The chart below lists the UW-Green Bay general education requirements and the capstone requirement. Of the 12 general education categories, five will be satisfied with courses taken at Gateway Technical College and the remaining seven with courses taken at UW-Green Bay. The capstone course must be taken at UW-Green Bay.

UWGB General Education Requirement	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
Gen Ed: First Year Seminar	BUS ADM 216	Business Statistics	4			
Gen Ed: Quantitative Literacy				101-114	Accounting Principles	4
Gen Ed: Global Culture	TBD	TBD	3			
Gen Ed: Biological Sciences	TBD	TBD	3			
Gen Ed: Natural Sciences	TBD	TBD	3			
Gen Ed: Sustainability Perspective				806-112	Principles of Sustainability	3
Gen Ed: Social Science				102-137	Business/Intro to	3
Gen Ed: Social Science				809-144	Macroeconomics	3
Gen Ed: Humanities	TBD	TBD	3			
Gen Ed: Humanities	TBD	TBD	3			
Gen Ed: Fine Arts	TBD	TBD	3			
Gen Ed: Ethnic Studies Perspective				809-172	Diversity Studies, Introduction to	3
Graduation Requirement: Capstone Experience	BUS ADM 482	Strategic Management	3			

### Core Major Requirements:

The chart below lists the UW-Green Bay core requirements within the Business Administration major. Of the 12 required courses, five will be satisfied with courses taken at Gateway Technical College and the remaining seven with courses taken at UW-Green Bay.

UWGB Core Major Requirement	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
BUS ADM 202				102-137	Business/Intro To	3
ECON 202				809-144	Macroeconomics	3
ECON 203	ECON 203	Microeconomics	3			
ENG COMP 105	ENG COMP 105	Expository Writing (Writing Emphasis)	3			
BUS ADM 216	BUS ADM 216	Business Statistics	4			
ACCTG 300				101-114	Accounting Principles	4
ACCTG 302	ACCTG 302	Managerial Accounting	3			
BUS ADM 305				102-160	Business Law	3
BUS ADM 322				104-101	Marketing Principles	3
BUS ADM 343	BUS ADM 343	Corporation Finance	3			
BUS ADM 350	BUS ADM 350	Business Computer Applications	3			
BUS ADM 389	BUS ADM 389	Organizational Behavior	3			

The chart below indicates the required upper level courses for an emphasis in General Business. Of the seven required courses, one will be taken at Gateway Technical College and the remaining six at UW-Green Bay.

General Business Emphasis Courses	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
Upper Level Course	TBD	TBD (Writing Emphasis)	3			
Upper Level Course	TBD	TBD (Writing Emphasis)	3			
Upper Level Course	TBD	TBD	3			
Upper Level Course	TBD	TBD	3			
Upper Level Course	TBD	TBD	3			
Upper Level Course	TBD	TBD	3			
Upper Level Course				196-190	Leadership Development	3

The chart below indicates the remaining coursework needed at UW-Green Bay for a student to complete an emphasis in General Business. The chart is intended to guide students rather than prescribe the specific courses that must be completed each semester. Some deviations may be necessary depending upon the availability of classes or students' work schedules or other commitments. Students will be encouraged to meet with advisors to discuss changes to the schedule as necessary.

Students will take at least 64 credits at UW-Green Bay.

<b>Fifth Semester</b>		
	Gen Ed: Humanities	3
BUS ADM 202	Business and Its Environment	3
ENG COMP 105	Expository Writing	3
BUS ADM 216	Business Statistics (*or prerequisite of Math 101 if needed)	4
BUS ADM 389	Organizational Behavior (if not taken as elective)	3
Total credits earned		16

<b>Sixth Semester</b>		
BUS ADM 343	Corporation Finance	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
ECON 203	Microeconomics (if not taken as elective)	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course (Writing Emphasis)	3
	Gen Ed: Global Culture	3
Total credits earned		15

<b>Seventh Semester</b>		
	Gen Ed: Biological Sciences	3
	Gen Ed: Fine Arts	3
ACCTG 302	Managerial Accounting	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course (Writing Emphasis)	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
Total credits earned		18

<b>Eighth Semester</b>		
	Gen Ed: Natural Sciences	3
	Gen Ed: Humanities	3
BUS ADM 482	Strategic Management (Capstone Course)	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
Total credits earned		15

<b>Total credits earned at UW-Green Bay</b>		<b>64</b>
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## Leadership Development Associate Degree

The chart below indicates how the required courses from the **Leadership Development Associate Degree** at Gateway Technical College will transfer to UW-Green Bay to satisfy general education and required coursework toward a Bachelor Degree in Business Administration with a major in Business Administration – General Business emphasis. Students will take at least 60 credits at Gateway Technical College. Of those, 56 will transfer to UW-Green Bay.

Gateway			UW-Green Bay		
<b>First Semester</b>					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
196-129	Management Orientation	1		Non-Transferable	0
196-137	Certified Service Specialist	3		Non-Transferable	0
196-190	Leadership Development	3	BUS ADM 472	Leadership Development, Substitute for Upper Level Course	3
196-191	Supervision	3		Elective Credit	3
801-136	English Composition 1	3	ENG COMP 100	College Writing	3
801-196	Oral/Interpersonal Communication	3	COMM 166	Fund of Interpersonal Comm	3
<b>Total credits earned</b>		<b>16</b>	<b>Total credits accepted</b>		<b>12</b>

<b>Second Semester</b>					
101-112	Accounting for Business	3		Elective Credit	3
196-136	Safety in the Workplace	3		Elective Credit	3
196-189	Team Building and Problem Solving	3	Upper Level Elective Credit	Substitute for BUS ADM 389	3
196-192	Managing for Quality	3		Elective Credit	3
809-198	Psychology, Introduction to	3	PSYCH 102	Introduction to Psychology Gen Ed: Social Science	3
<b>Total credits earned</b>		<b>15</b>	<b>Total credits accepted</b>		<b>15</b>

<b>Third Semester</b>					
196-134	Legal Issues for Supervisors	3	BUS ADM 466	Legal Issues in HR Management – Substitute for Upper Level Course	3
196-169	Diversity and Change Management	3		Gen Ed: Ethnic Studies Perspective	3
196-193	Human Resource Management	3	BUS ADM 362	Intro to HR Management	3
804-123	Math with Business Applications	3		Elective	3
809-166	Ethics: Theory & Applications, Intro to	3	PHILOS 102	Gen Ed: Humanities	3
<b>Total credits earned</b>		<b>15</b>	<b>Total credits accepted</b>		<b>15</b>

<b>Fourth Semester</b>					
196-138	Management for Supervisors Capstone	2		Elective Credit	2
196-168	Organizational Development	3		Elective Credit	3
196-188	Project Management	3		Elective Credit	3
809-172	Diversity Studies, Introduction to	3	HUM STUD 213	Gen Ed: Ethnic Studies Perspective	3
<b>Total credits earned</b>		<b>11</b>	<b>Total credits accepted</b>		<b>11</b>

<b>Three Elective Credits</b>					
<b>Students will select one, three credit elective course from the list below</b>					
104-101	Marketing Principles	3	BUS ADM 322	Introductory Marketing	3
196-164	Personal Skills for Supervisors	3		Elective	3
102-138	Biz Internship	3		Elective	3
809-144	Macroeconomics	3	ECON 202	Macroeconomics Gen Ed: Social Science	3

<b>Total credits earned at Gateway</b>	<b>60</b>	<b>Total credits accepted at UW-Green Bay</b>	<b>56</b>
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### General Education Requirements:

The chart below lists the UW-Green Bay general education requirements and the capstone requirement. Of the 12 general education categories, four will be satisfied with courses taken at Gateway Technical College and the remaining eight with courses taken at UW-Green Bay. The capstone course must be taken at UW-Green Bay.

UWGB General Education Requirement	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
Gen Ed: First Year Seminar	BUS ADM 216	Business Statistics	4			
Gen Ed: Quantitative Literacy	ACCTG 300	Introductory Accounting	4			
Gen Ed: Global Culture	TBD	TBD	3			
Gen Ed: Biological Sciences	TBD	TBD	3			
Gen Ed: Natural Sciences	TBD	TBD	3			
Gen Ed: Sustainability Perspective	TBD	TBD	3			
Gen Ed: Social Science				809-198	Psychology, Introduction to	3
Gen Ed: Social Science				809-144	Macroeconomics	3
Gen Ed: Humanities				809-166	Ethics: Theory & Applications, Intro to	3
Gen Ed: Humanities	TBD	TBD	3			
Gen Ed: Fine Arts	TBD	TBD	3			
Gen Ed: Ethnic Studies Perspective				809-172	Diversity Studies, Introduction to	3
Graduation Requirement: Capstone Experience	BUS ADM 482	Strategic Management	3			

### Core Major Requirements:

The chart below lists the UW-Green Bay core requirements within the Business Administration major. Of the 12 required courses, one will be satisfied with courses taken at Gateway Technical College and the remaining 11 with courses taken at UW-Green Bay.

UWGB Core Major Requirement	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
BUS ADM 202	BUS ADM 202	Business and Its Environment	3			
ECON 202	ECON 202	Macroeconomics	3			
ECON 203	ECON 203	Microeconomics	3			
ENG COMP 105	ENG COMP 105	Expository Writing (Writing Emphasis)	3			
BUS ADM 216	BUS ADM 216	Business Statistics	4			
ACCTG 300	ACCTG 300	Introductory Accounting				
ACCTG 302	ACCTG 302	Managerial Accounting I	3			
BUS ADM 305	BUS ADM 305	Legal Environment of Business	3			
BUS ADM 322	BUS ADM 322	Introductory Marketing	3			
BUS ADM 343	BUS ADM 343	Corporation Finance	3			
BUS ADM 350	BUS ADM 350	Business Computer Applications	3			
BUS ADM 389	BUS ADM 389	Organizational Behavior	3	196-189	Team Building and Problem Solving	3

The chart below indicates the required upper level courses for an emphasis in General Business. Of the seven required courses, three will be taken at Gateway Technical College and the remaining four at UW-Green Bay.

General Business Emphasis Courses	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
Upper Level Course	TBD	TBD (Writing Emphasis)	3			
Upper Level Course	TBD	TBD (Writing Emphasis)	3			
Upper Level Course	TBD	TBD	3			
Upper Level Course	TBD	TBD	3			
Upper Level Course				196-134	Legal Issues for Supervisors	3
Upper Level Course				196-193	Human Resource Management	3
Upper Level Course				196-190	Leadership Development	3

The chart below indicates the remaining coursework needed at UW-Green Bay for a student to complete an emphasis in General Business. The chart is intended to guide students rather than prescribe the specific courses that must be completed each semester. Some deviations may be necessary depending upon the availability of classes or students' work schedules or other commitments. Students will be encouraged to meet with advisors to discuss changes to the schedule as necessary.

Students will take at least 65 credits at UW-Green Bay.

<b>Fifth Semester</b>		
ACCTG 300	Introductory Accounting	4
BUS ADM 350	Business Computer Applications	3
ENG COMP 105	Expository Writing	3
BUS ADM 322	Introductory Marketing (if not taken as elective)	3
BUS ADM 202	Business and Its Environment	3
Total credits earned		16

<b>Sixth Semester</b>		
BUS ADM 343	Corporation Finance	3
ECON 202	Macroeconomics (if not taken as elective)	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course (Writing Emphasis)	3
BUS ADM 216	Business Statistics	4
	Gen Ed: Sustainability Perspective	3
Total credits earned		16

<b>Seventh Semester</b>		
ACCTG 302	Managerial Accounting	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course (Writing Emphasis)	3
BUS ADM 305	Legal Environment of Business	3
ECON 203	Microeconomics	3
	Gen Ed: Fine Arts	3
	Gen Ed: Global Culture	3
Total credits earned		18

<b>Eighth Semester</b>		
BUS ADM 482	Strategic Management (Capstone Course)	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
	Gen Ed: Natural Sciences	3
	Gen Ed: Humanities	3
	Gen Ed: Biological Sciences	3
Total credits earned		15

<b>Total credits earned at UW-Green Bay</b>		<b>65</b>
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## Marketing Associate Degree

The chart below indicates how the required courses from the **Marketing Associate Degree** at Gateway Technical College will transfer to UW-Green Bay to satisfy general education and required coursework toward a Bachelor Degree in Business Administration with a major in Business Administration – General Business emphasis. Students will take at least 64 credits at Gateway Technical College. Of those, all 64 will transfer to UW-Green Bay.

Gateway			UW-Green Bay		
<b>First Semester</b>					
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
104-101	Marketing Principles	3	BUS ADM 322	Introductory Marketing	3
104-104	Selling Principles	3		Elective Credit	3
103-143	Computers for Professionals	3		Elective Credit	3
801-136	English Composition 1	3	ENG COMP 100	College Writing	3
809-198	Psychology, Introduction to	3	PSYCH 102	Introduction to Psychology Gen Ed: Social Science	3
<b>Total credits earned</b>		<b>15</b>	<b>Total credits accepted</b>		<b>15</b>

Second Semester					
104-105	Promotion Principles	3		Elective credit	3
804-115	College Technical Math 1	5	MATH 094	Elementary Algebra	0
102-160	Business Law	3	BUS ADM 305	Legal Environment of Business	3
103-103	Microsoft Excel II	1		Elective Credit	1
104-126	Business Marketing I	3		Elective Credit	3
104-194	International Marketing	3	BUS ADM 421	International Marketing – Substitute for Upper Level Marketing course Gen Ed: Global Culture	3
<b>Total credits earned</b>		<b>18</b>	<b>Total credits accepted</b>		<b>13</b>

Third Semester					
104-109	Marketing/Sports & Event Intro	3		Elective credit	3
104-173	Marketing Research	3	BUS ADM 424	Marketing Research – Substitute for Upper Level Marketing course	3
104-116	Electronic Marketing/Social Media	3		Elective Credit	3
801-196	Oral/Interpersonal Communication	3	COMM 166	Fund of Interpersonal Comm	3
809-172	Diversity Studies, Introduction to	3	HUM STUD 213	Gen Ed: Ethnic Studies Perspective	3
<b>Total credits earned</b>		<b>15</b>	<b>Total credits accepted</b>		<b>15</b>

Fourth Semester					
101-112	Accounting Principles	4	ACCTG 300	Introductory Accounting	4
104-115	Marketing Capstone/Internship	3		Elective Credit	3
104-172	Marketing Management	3	BUS ADM 426	Marketing Management	3
809-144	Macroeconomics	3	ECON 202	Macroeconomics Gen Ed: Social Science	3
<b>Total credits earned</b>		<b>16</b>	<b>Total credits accepted</b>		<b>16</b>

Three Elective Credits					
Students will select one, three credit elective course from the list below					
102-138	Biz Squad	3		Elective Credit	3
809-143	Microeconomics	3		ECON 203	3
801-197	Technical Reporting	3		Elective Credit	3
104-127	Retailing	3		Elective Credit	3

<b>Total credits earned at Gateway</b>		<b>64</b>	<b>Total credits accepted at UW-Green Bay</b>		<b>59</b>
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**General Education Requirements:**

The chart below lists the UW-Green Bay general education requirements and the capstone requirement. Of the 12 general education categories, four will be satisfied with courses taken at Gateway Technical College and the remaining eight with courses taken at UW-Green Bay. The capstone course must be taken at UW-Green Bay.

UWGB General Education Requirement	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
Gen Ed: First Year Seminar	BUS ADM 216	Business Statistics	4			
Gen Ed: Quantitative Literacy	ACCTG 300	Introductory Accounting	4			
Gen Ed: Global Culture				104-194	International Marketing	3
Gen Ed: Biological Sciences	TBD	TBD	3			
Gen Ed: Natural Sciences	TBD	TBD	3			
Gen Ed: Sustainability Perspective	TBD	TBD	3			
Gen Ed: Social Science				809-198	Psychology, Introduction to	3
Gen Ed: Social Science				809-144	Macroeconomics	3
Gen Ed: Humanities	TBD	TBD	3			
Gen Ed: Humanities	TBD	TBD	3			
Gen Ed: Fine Arts	TBD	TBD	3			
Gen Ed: Ethnic Studies Perspective				809-172	Diversity Studies, Introduction to	3
Graduation Requirement: Capstone Experience	BUS ADM 482	Strategic Management	3			

**Core Major Requirements:**

The chart below lists the UW-Green Bay core requirements within the Business Administration major. Of the 12 required courses, four will be satisfied with courses taken at Gateway Technical College and the remaining eight with courses taken at UW-Green Bay.

UWGB Core Major Requirement	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
BUS ADM 202	BUS ADM 202	Business and Its Environment	3			
ECON 202	ECON 202	Macroeconomics	3	809-144	Macroeconomics	3
ECON 203	ECON 203	Microeconomics	3			
ENG COMP 105	ENG COMP 105	Expository Writing (Writing Emphasis)	3			
BUS ADM 216	BUS ADM 216	Business Statistics	4			
ACCTG 300	ACCTG 300	Introductory Accounting		101-112	Accounting Principles	4
ACCTG 302	ACCTG 302	Managerial Accounting I	3			
BUS ADM 305	BUS ADM 305	Legal Environment of Business	3	102-160	Business Law	3
BUS ADM 322	BUS ADM 322	Introductory Marketing	3	104-101	Marketing Principles	3
BUS ADM 343	BUS ADM 343	Corporation Finance	3			
BUS ADM 350	BUS ADM 350	Business Computer Applications	3			
BUS ADM 389	BUS ADM 389	Organizational Behavior	3			

The chart below indicates the required upper level courses for an emphasis in General Business. Of the seven required courses, three will be taken at Gateway Technical College and the remaining four at UW-Green Bay.

General Business Emphasis Courses	UWGB Course Number	UWGB Course Name	Credits	Gateway Course Number	Gateway Course Name	Credits
Upper Level Course	TBD	TBD (Writing Emphasis)	3			
Upper Level Course	TBD	TBD (Writing Emphasis)	3			
Upper Level Course	TBD	TBD	3			
Upper Level Course	TBD	TBD	3			
Upper Level Course				104-172	Marketing Management	3
Upper Level Course				104-194	International Marketing	3
Upper Level Course				104-173	Marketing Research	3

The chart below indicates the remaining coursework needed at UW-Green Bay for a student to complete an emphasis in General Business. The chart is intended to guide students rather than prescribe the specific courses that must be completed each semester. Some deviations may be necessary depending upon the availability of classes or students' work schedules or other commitments. Students will be encouraged to meet with advisors to discuss changes to the schedule as necessary.

Students will take at least 61 credits at UW-Green Bay.

<b>Fifth Semester</b>		
	Gen Ed: Humanities	3
BUS ADM 202	Business and Its Environment	3
ENG COMP 105	Expository Writing	3
BUS ADM 216	Business Statistics (*or prerequisite of Math 101 if needed)	4
BUS ADM 389	Organizational Behavior	3
Total credits earned		16

<b>Sixth Semester</b>		
BUS ADM 343	Corporation Finance	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
ECON 203	Microeconomics (if not taken as elective)	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course (Writing Emphasis)	3
	Gen Ed: Fine Arts	3
Total credits earned		15

<b>Seventh Semester</b>		
	Gen Ed: Sustainability Perspective	3
BUS ADM 350	Business Computer Applications	3
ACCTG 302	Managerial Accounting	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course (Writing Emphasis)	3
Total credits earned		15

<b>Eighth Semester</b>		
	Gen Ed: Biological Sciences	3
	Gen Ed: Natural Sciences	3
	Gen Ed: Humanities	3
BUS ADM 482	Strategic Management (Capstone Course)	3
BUS ADM 3XX/4XX	Upper level BUS ADM General Business Elective Course	3
Total credits earned		15

<b>Total Credits earned at UW-Green Bay</b>		<b>61</b>
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The lists of general education, supporting, core and upper level courses that this Agreement specifies to be completed at UW-Green Bay reflect the requirements for a Business Administration major provided in the 2018-2019 Undergraduate Catalog for UW-Green Bay. Therefore, the lists of courses to be completed at UW-Green Bay will apply to students who matriculate at UW-Green Bay in the 2018-2019 academic year. Changes to the curriculum at either institution could result in changes to the transfer guides and the courses that students will be required to complete at UW-Green Bay.

## **UW-GREEN BAY & GATEWAY TECHNICAL COLLEGE DESIGNEE:**

(a) Name, title and telephone number of the UW-Green Bay Designee responsible for maintaining liaison with Gateway Technical College for purposes of this Program:

Mathew Dornbush, Dean  
Austin E. Cofrin School of Business  
University of Wisconsin – Green Bay  
2420 Nicolet Drive  
Green Bay, WI 54311-7001  
920-465-2454

(b) Name, title, address and telephone number of the Gateway Technical College Designee responsible for maintaining liaison with UW-Green Bay for purposes of this Program:

Joseph Fullington, Dean  
School of Business and Transportation – Kenosha Campus  
Gateway Technical College  
3520 30<sup>th</sup> Avenue  
Kenosha, WI 53144  
262-564-2638

## **ADDITIONAL CONDITIONS AND PROVISIONS**

1. Course equivalencies used in this Articulation Agreement are subject to change in the event that the course curriculum of either institution were to change.
2. Courses must be posted on an official transcript in order for students to receive credits from the Agreement.
3. Each institution has the right and responsibility to make changes to its curricula and enrollment standards to maintain its academic integrity and meet accreditation standards. Such changes, if any, will be communicated to the other institution as they occur through the office of each institution responsible for implementing this Agreement.
4. In order to receive the credit transfer set forth within this Articulation Agreement, the candidate must have received an associate degree through the Gateway Technical College Business Management, Leadership Development or Marketing Associate Degree program.
5. UW-Green Bay and Gateway Technical College will provide academic advising to Gateway Technical College students inquiring about UW-Green Bay programs. Students will be connected with a UW-Green Bay advisor prior to transfer. UW-Green Bay and Gateway Technical College will share materials, catalogs, and other information to facilitate their understanding of requirements and programs. Gateway Technical College will assist UW-Green Bay in arranging recruitment events on its campuses.
6. Each institution will assume responsibility for appropriate marketing to reach its student population. Both parties will adhere to each institution's standards for the use of its name and logo. Each institution may provide a link to this Agreement and/or the other institution at its website, with notice to the other party.
7. Both parties agree that failure to maintain regional accreditation will be grounds for termination of the Agreement.
8. This Articulation Agreement is effective September 1, 2018, and will be reviewed annually on June 1, after any changes to the Undergraduate Catalog at UW-Green Bay have been approved. Both Gateway Technical College and UW-Green Bay agree to notify each other of any curricular changes in a timely manner.

9. This Agreement may be terminated by either institution by giving one hundred and eighty (180) days' written notice to the designee at the other institution at the address set forth above. If the Agreement is terminated, students of Gateway Technical College who have obtained the Gateway Technical College Business Management, Leadership Development and Marketing Associate Degree shall be allowed to complete their programs under the terms of the Agreement.

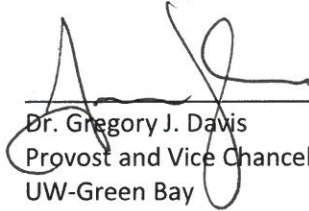
**Signatures:**



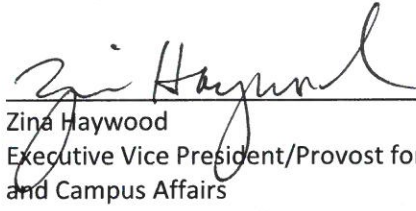
Dr. Gary L. Miller  
Chancellor  
UW-Green Bay



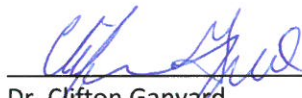
Dr. Bryan D. Albrecht  
President  
Gateway Technical College



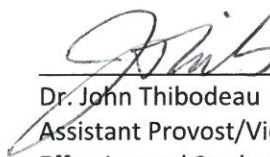
Dr. Gregory J. Davis  
Provost and Vice Chancellor for Academic Affairs  
UW-Green Bay



Zina Haywood  
Executive Vice President/Provost for Academic  
and Campus Affairs  
Gateway Technical College



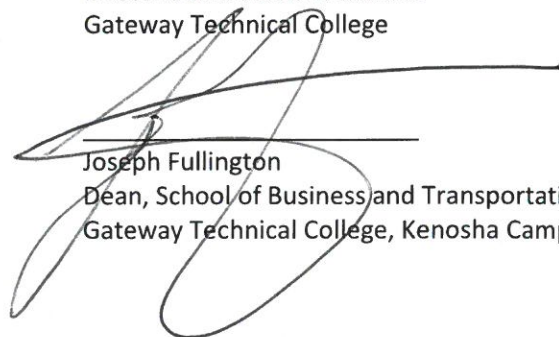
Dr. Clifton Ganyard  
Associate Provost for Academic Affairs  
UW-Green Bay



Dr. John Thibodeau  
Assistant Provost/Vice President, Institution  
Effective and Student Success  
Gateway Technical College



Dr. Mathew Dornbush  
Interim Dean, Cofrin School of Business  
UW-Green Bay



Joseph Fullington  
Dean, School of Business and Transportation  
Gateway Technical College, Kenosha Campus

