

**The City University of New York
Pathways to Major in Business in Baruch College's
BBA Program at the Zicklin School of Business**

Memorandum of Understanding

Introduction

Admission to many of CUNY's baccalaureate degree programs is highly competitive and depends upon students' completion of a set of lower division courses before they can become eligible to pursue the upper-division major. A particularly popular program is the BBA at Baruch College, an AACSB-accredited business program that requires students to have a strong quantitative foundation.

Eligibility to pursue a BBA at Baruch requires evidence of academic success and specific content preparation at the pre-BBA level. This Memorandum of Understanding between Baruch College and the undersigned CUNY colleges offering pre-BBA associate degree programs details the "pathways" to major in business in Baruch College's BBA program at the Zicklin School of Business. The Memorandum seeks to make explicit Zicklin's eligibility requirements and pre-BBA equivalencies so that CUNY AA and AS degree holders interested in earning a BBA degree from Baruch will be able to better plan what they must do to be admitted to Baruch, to qualify to declare a business major at Zicklin (i.e., be allowed to take upper-division business courses) and to be positioned to earn a BBA efficiently and in a timely manner.

Basic Pathways to Admission

Of the approximately 2000 students who transfer to Baruch each year, more than two thirds enter from another CUNY college. Of these transfer students fewer than 10% are eligible to declare a major in Zicklin's BBA program upon admittance to Baruch. Only students eligible to declare a business major at Zicklin can take junior and senior level business courses at Baruch.

Many transfer students who enter Baruch with over 60 credits earned, including those with AA or AS degrees, are precluded from taking upper-division business courses because eligibility to declare a business major has been deferred until specific freshman and sophomore level courses (the pre-business core) are completed. In this respect transfer students are treated the same as Baruch students. Until Baruch's specified pre-BBA program, or its equivalent, has been completed, a business major cannot be declared, upper-division business courses cannot be taken, and the BBA degree cannot be pursued at Baruch.

The four basic pathways to declare a business major at Baruch's Zicklin School of Business are: 1) as a student whose studies began at Baruch; 2) as a transfer student from another CUNY college with an AA or AS degree; 3) as a transfer student from another CUNY college other than with an AA or AS degree; and, 4) as a transfer student from a non-CUNY college. The four pathways are differentiated on the following two pages. This agreement focuses on the pathway for CUNY AA and AS degree holders.

<u>Criteria for majoring in business at Zicklin</u>	<u>Began studies as a Baruch Student</u>	<u>CUNY Transfer with AA or AS</u>	<u>CUNY Transfer without AA or AS</u>	<u>Non-CUNY Transfers</u>
GPA required to be admitted to Baruch	Not applicable	as of Dec 2005 ~2.50	as of Dec 2005 <~2.75	as of Dec 2005 ~2.75
Overall Baruch GPA to be eligible for a Zicklin major	2.25	2.25	2.25	2.25
GPA required in the designated 8-course pre-BBA program	2.25	2.25	2.25	2.25
Pre-BBA major required courses (8-course pre-BBA program <u>plus</u> one course)	Must take the 8-course pre-BBA program <u>plus</u> a specific English / Communications course <u>and</u> the pre-requisites for those 9 courses.	The equivalents of Baruch's 9 pre-Zicklin courses must be taken; pre-reqs are assumed and <u>not</u> explicitly required.	The equivalents of Baruch's 9 pre-Zicklin courses must be taken; pre-reqs are assumed and <u>not</u> explicitly required.	The equivalents of Baruch's 9 pre-Zicklin courses must be taken; pre-reqs are assumed and <u>not</u> explicitly required.
Completed credits required	45 credits must be completed including the 9 pre-BBA courses.	The 9 equivalent pre-BBA courses must be completed.	45 credits must be completed including the 9 pre-BBA courses.	45 credits must be completed including the 9 pre-BBA courses.
Transfer credits allowed	Not applicable.	Maximum 70 credits are transferable from a 2-year college in total. TIPPS lists equivalent courses.	Maximum 70 credits from a 2-year college and 93 credits from a 4-year college are transferable. TIPPS lists equivalent courses.	Same as for CUNY transfers <u>except</u> Baruch equates course-by-course.

<u>Criteria for majoring in business at Zicklin</u>	<u>Began studies as a Baruch Student</u>	<u>CUNY Transfer with AA or AS</u>	<u>CUNY Transfer without AA or AS</u>	<u>Non-CUNY Transfers</u>
Baruch's Common/Core General Education requirement to be met prior to graduation	Baruch students have a General Education requirement to fulfill.	Transfer students with a CUNY AA or AS have fulfilled Baruch's Gen Ed requirement.	Non-Baruch courses are equated course-by-course. All Gen Ed requirements must be fulfilled.	Non-Baruch courses are equated course-by-course. All Gen Ed requirements must be fulfilled.
Zicklin's 62-credit Liberal Arts & Sciences requirement to be met prior to graduation	To graduate, Zicklin students must earn 62 credits in the Liberal Arts & Sciences.	Transfer students with a CUNY AA or AS may satisfy this requirement with 9 – 12 upper-division Arts & Sciences elective credits as a business major.*	Non-Baruch courses are equated course-by-course. The 62-credit Liberal Arts and Sciences requirement must be fulfilled.	Non-Baruch courses are equated course-by-course. The 62-credit Liberal Arts and Sciences requirement must be fulfilled.
Summary of eligibility to declare a business major in Zicklin's 124-credit BBA program	Meet GPA minimums and have completed 45 credits including the 9 pre-BBA courses.	Be admitted to Baruch with a .25 overall GPA advantage versus other transfer students, meet Zicklin GPA minimums and have completed the 9 pre-BBA courses.	Be admitted to Baruch and meet Zicklin GPA minimums. Complete 45 credits including the 9 pre-BBA courses. CUNY transfers are given preference over non-CUNY transfers.	Be admitted to Baruch and meet Zicklin GPA minimums. Complete 45 credits including the 9 pre-BBA courses.
Baruch feedback on student success	Baruch tracks and reports on performance.	Baruch tracks and will report on performance.	Baruch tracks and may report.	Baruch tracks and may report.
Curriculum Collaboration	Increasing within Baruch.	Baruch seeks to formalize.	Ad hoc.	Ad hoc.

* Under some circumstances AA or AS student may not have taken sufficient arts and sciences credits at the community college and would need more than the 12 credits of arts and science required at Baruch to fulfill the 62 credit requirement.

The BBA Curriculum at Baruch

The Zicklin School of Business BBA degree consists of 124-credits. Within this 124-credits, a Zicklin student must take 62 credits in the Liberal Arts and Sciences. Prior to taking upper-level courses as a business major, a student must complete eight specific pre-BBA courses in seven academic disciplines plus either a specific English course (Eng 2150) or a specific Communication course (Com 1010). Of these nine courses, six are considered Liberal Arts and Science courses (i.e., all those except the Accountancy, Computer Information Systems and Law courses). This curriculum is designed to give the BBA student a strong academic foundation while complying with AACSB (Association to Advance Collegiate Schools of Business – International) guidelines. The curriculum is regularly evaluated and assessed to insure that it provides students with critical competencies for academic success in upper-division courses and in the world beyond academia. Learning goals shape curricular priorities and learning outcomes assessment impact curricular decisions.

The specified eight pre-BBA courses are critical to successful upper-division study in business. These areas were identified through a multi-year study of the curriculum and student persistence, performance and graduation rates. In addition, they reflect curricular priorities at other leading business schools. The seven areas of pre-business study include accountancy, computer information systems, economics, English, law, mathematics and statistics.

The essential eight courses in Baruch College's pre-business sequence and the required course in either English or Communication are:

Pre-Business Major 9-Course Requirement

8-Course pre-BBA Program

- **Accountancy 2101** (3 Credits) – Principles of Accounting (not a Liberal Arts & Sciences course)
- **Computer Information Systems 2200** (3 Credits) – Introduction to Information Systems and Technologies (not a Liberal Arts & Sciences course)
- **Economics 1001** (3 Credits) – Micro-Economics
- **Economics 1002** (3 Credits) – Macro-Economics
- **English 2100** (3 Credits) – English Composition / Writing I
- **Law 1101** (3 Credits) – Fundamentals of Business Law (not a Liberal Arts & Sciences course)
- **Mathematics 2205/2206/2207/2610** (3-4 Credits) – Business Calculus/Business Calculus with Matrices/Calculus I
- **Statistics 2000** (3 Credits) - Business Statistics

1-Course Communication Requirement

- **English 2150** (3 Credits) – the second course in the three-semester English Sequence
- or**
- **Communication Studies 1010** (3 Credits) – Speech Communications

Baruch Student Enrollment in Upper-division Business Courses

Baruch students may declare a major and enroll in upper level courses in the Zicklin School of Business once they have: 1) completed the eight pre-business courses with a minimum GPA of 2.25; 2) completed English 2150 or Communication Studies 1010 (Speech Communication); 3) completed a minimum of 45 credits; and, 4) earned an overall Baruch GPA of at least 2.25.

Transfer Student Enrollment in Upper-division Business Courses

The general requirements for a transfer student to be eligible to declare a business major at Zicklin and to take upper-division business courses at Zicklin closely mirror the requirements for a Baruch student except that a higher overall GPA is required for the transfer student to be admitted to Baruch than is necessary for a student to declare a business major at Zicklin. The requirements for a transfer student to be eligible to declare a business major at Zicklin are to have: 1) completed the equivalent of the eight pre-business courses with a minimum GPA of 2.25; 2) completed the equivalent of English 2150 or Communication Studies 1010 (Speech Communication); 3) completed a minimum of 45 transferable credits; and, 4) earned an overall GPA of 2.25. If transfer students complete all of these requirements prior to matriculating at Baruch College, they can begin their academic career at Baruch in upper division studies in their first semester.

However, to be admitted to Baruch, a transfer student needs an overall GPA that exceeds the 2.25 Zicklin minimum. The GPA required for a transfer student to be admitted to Baruch fluctuates with demand and was, as of December 2005, approximately 2.75. The overall GPA required for a transfer student to be admitted to Baruch has been rising for several years.

Baruch does give preference to CUNY transfers and a CUNY student transferring to Baruch with an AA or AS degree receives a .25-point advantage over most other transfer students. The GPA required for a CUNY transfer student with an AA or AS degree was approximately 2.50 as of December 2005.

Eligibility to pursue upper-division studies immediately upon transfer to Baruch provides a transfer student advantages that studies of student performance show are long-lasting. Transfer students who are able to enter in upper-division business courses and the major in their first semester complete the BBA quickly. Many can finish their studies within four semesters. The shortened period of time spent at the senior college often translates into better career opportunities and higher earnings.

Students transferring to Baruch with an AAS degree who have completed the required 9 pre-BBA courses are also eligible to take upper-division business courses and to declare a business major at Zicklin. However, the AAS degree holder will have satisfied fewer of Zicklin's 62-credit Liberal Arts and Sciences requirements than a student transferring with an AA or AS degree so additional arts and sciences courses have to be taken and the General Education requirement will not have been fulfilled upon entering Baruch. This generally results in an AAS transfer requiring more than 124-credits to graduate with a BBA degree.

As with all credits submitted to Baruch by transfer students, courses are evaluated on a course-by-course basis. The only exception is that CUNY AA and AS degree holders are deemed to have satisfied Baruch's General Education requirements without a course-by-course assessment. The only General Education exception is Baruch's 3-credit literature requirement (Great Works of Western Literature, Eng/Lit 2800 or 2850).

Equivalencies

The nine courses that Baruch requires before a student can begin upper-division study in business at Baruch are identified above. For each undersigned college, the course-by-course equivalencies to those nine courses are attached. *The appropriate Baruch academic departments have certified these course equivalencies.*

For Baruch students, the specified nine pre-BBA courses have pre-requisites. For transfer students, the equivalent pre-requisite courses for these nine courses are assumed and are not required. However, for students transferring to Baruch without having completed one or more of the required pre-BBA courses, those courses must be taken at Baruch, and Baruch must be satisfied that pre-requisites have been met. Pre-requisites can be met by demonstrating that pre-requisite equivalent courses have been completed elsewhere.

Baruch's Commitment

Baruch gives admission preference to transfer students who have earned an AA or AS degree at a CUNY College. The preference is in the form of a lower required overall GPA – an advantage of about .25 points. Currently, transfer students to Baruch need at least a 2.75 overall GPA to be admitted to Baruch. CUNY AA and AS transfers need a GPA of at least 2.50.

Baruch agrees that students from the undersigned colleges who have:

- Successfully completed the AA or AS degree
- Completed the equivalent of the eight required pre-business courses with a GPA of 2.25 or higher in those courses
- Completed the equivalent of the English or Communication course
- Earned an overall GPA that is sufficient to be admitted to Baruch (i.e., a GPA of at least 2.50)

will have satisfied Baruch's pre-BBA requirement and be unconditionally allowed to declare a Zicklin major upon admittance to Baruch. Accordingly, the matriculating transfer student will be eligible to file the online major declaration form, be allowed to register for upper-division business courses in his/her first semester at Baruch, and thus be able to pursue a BBA degree in a timely fashion.

Transfer students, including AA or AS degree holders, seeking the BBA who have been admitted to Baruch without having completely satisfied the pre-business requirements will be required to complete those requirements before taking upper-division business courses at Baruch. Completion of those courses often takes more than one semester.

Program Collaboration

Most transfer students who enter Baruch have not completed the courses required to enter a Zicklin major and thus may not take upper-division business courses. By better understanding the implications of curriculum choices made before entering Baruch, students planning to earn the BBA degree at Baruch can better prepare to transfer to Baruch and to begin their studies in upper division business courses. An ideal pathway in this regard is as a student who has earned an AA or AS degree at a CUNY college with a program that includes completion of Baruch's pre-BBA requirements.

This document is not an articulation agreement – it focuses on the key pathway issues that are at the crux of transfer students being able to begin their studies at Baruch as students able to pursue a business major in their first semester at Baruch. Even so, the pre-BBA requirements and the course equivalencies delineated in this document will not remain static over time. To make this a more dynamic agreement, Baruch seeks an ongoing working relationship with its sister colleges on issues related both to curriculum and student success. In essence, Baruch will partner with those interested colleges in the development, delivery and assessment of a competency-based “direct transfer track” curriculum.

Assessment, Evaluation and Collaboration

Collaboration and sharing are essential to the success of the program. Information, best and worse practices, data and ideas need to be shared on a regular basis. With the assistance of CUNY Central’s Office of Undergraduate Education and CUNY’s Office of Institutional Research, data on student performance in all the participating institutions will be analyzed and shared. Similarly, regular meetings of faculty from key curriculum areas (i.e., accountancy, computer information systems, economics, English, law, mathematics and statistics) will be arranged. In addition, student advisement and recruitment material will be developed collaboratively. Details of these arrangements will be worked out over time.

Central to the program articulation is faculty and staff willingness to view the education of students in the pre-business curriculum as a collective endeavor. The development of course and program learning goals, coupled with a substantive outcomes assessment effort, are central to Baruch’s AACSB accreditation and the College’s mission. The establishment of this AA/AS pre-business program pathways agreement provides a framework for Baruch faculty to work in tandem with faculty from CUNY sister colleges. Together senior college, comprehensive college, and community college faculty will determine how best to integrate essential learning experiences into Baruch’s 124-credit degree so that all students earning the BBA degree will share comparable opportunities and experiences.

Consequently, Baruch will lead a collaborative effort in the assessment of the effectiveness of courses, curricular requirements and program requirements. Ultimate responsibility for the effectiveness of the program rests with Baruch, which will grant the BBA, but every effort will be made to reach data-driven decisions in an open manner. Any changes to the program or its requirements will be made in writing and widely distributed before taking effect.

Good Faith

Baruch and its partner colleges will make a good faith effort to maintain a complete, viable and reasonable pathway from the sending college’s equivalent AA or AS pre-BBA program to eligibility to declare a major at Baruch’s Zicklin School of Business. Whenever necessary, Baruch and its partner colleges will seek substitute equivalencies based on student competencies or endeavor to make curricular changes necessary to maintain equivalencies. The shared goal is to prepare students for success in the BBA.

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**Appendix: Bronx Community College
9-Course pre-BBA Program Course Equivalencies**

Baruch Course	Bronx Community College	Notes
Accountancy 2101 (3 Credits) – Principles of Accounting	Accounting 11 (4 credits) – Fundamental Accounting I Accounting 12 (4 credits)- Fundamental Accounting II	
Computer Information Systems 2200 (3 Credits) – Introduction to Information Systems and Technologies	Not Available at Bronx – to be completed at Baruch or elsewhere	DAT 10 is the equivalent of CIS 1000 (1 Credit)
Economics 1001 (3 Credits) – Microeconomics	Economics 11 (3 credits) – Microeconomics	
Economics 1002 (3 Credits) – Macroeconomics	Economics 12 (3 credits) – Macroeconomics	
English 2100 (3 Credits) – English Composition / Writing I	English 11 (3 credits) – Fundamentals of Written Composition	
Law 1101 (3 Credits) – Fundamentals of Business Law	Law 41 (3 credits) – Business Law	
Mathematics 2206/2207/2610 (3-4 Credits) – Business Calculus/Business Calculus with Matrices/Calculus I	Mathematics 31 (4 credits) – Analytical Geometry & Calculus – equivalent to Math 2610	Math 29 is equivalent to Math 2201, the Baruch pre-req for Math 2206 Math 30 is equivalent to Math 2000, the Baruch pre-req for Math 2207
Statistics 2000 (3 Credits) - Business Statistics	Business 41 (3 credits) – Business Statistics	
English 2150 (3 Credits) – Writing II	English 12 (3 Credits) – Fundamentals of Written Composition II	
Communication Studies 1010 (3 Credits) – Speech Communication	Communications CMS 11 (3 Credits) – Fundamentals of Interpersonal Communication	Either English 2150 or Communication Studies 1010 is required
		Bus 51 is equivalent to MGT 3120 and receives 3 transfer credits at Baruch