

**Wisconsin Technical College System (WTCS)
Associate's degree to Bachelor of Business Administration in Technical Sales**

TRANSFER AGREEMENT

between

Wisconsin Technical College System

and

**MILWAUKEE SCHOOL OF ENGINEERING®
AAS to BBA Technical Sales Transfer Track**

Effective Fall 2020

This agreement applies to students with a WTCS AAS degree entering MSOE Fall 2020.

PURPOSE

Any student who:

- Has successfully completed an AAS from a WTCS program after 2015, and
- meets admission requirements for the Rader School of Business (RSOB) at the Milwaukee School of Engineering (MSOE)

can earn a Bachelor of Business Administration degree in Technical Sales at MSOE by successfully completing the AAS to BBA Technical Sales Transfer Track in the Business Administration program.

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 Technical Sales.

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 BBA Program at MSOE, minimum 2.75/4.0 cumulative GPA from the last regionally accredited school

will be admitted into the AAS to BBA Technical Sales Transfer Track in the Bachelor of Business Administration program at MSOE. Additional questions may be directed to Dr. Michael Payne, MSOE Transfer Advisor, BBA Technical Sales program, paynemj@msoe.edu.

General Education Courses that will transfer into the MSOE AAS to BBA Technical Sales 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 BBA General Education Requirements. In general, 60 WTCS semester credits will transfer as 90 MSOE Trimester credits, granting transfer students Junior standing in the program. The approximate 15* WTCS General Education (approved) credits will transfer in as 23* MSOE General Education credits. The 45* WTCS Technical credits will transfer in as 67* Business Technical Electives. The BBA in Technical Sales will require 28* MSOE General Education Credits and 78* Business Credits. These credits can be completed in 6 regular academic terms and one summer term with only 2 classes, essentially 2 years of course work to receive a Bachelors in Business Administration in Technical Sales.

General Education Classes	Approved Transfer Course Numbers
1. Written Communication	
a) GS-1001 requirement	801-136 or 801-195
b) GS-1002 requirement	801-197
c) GS-1003 requirement	801-196 or 801-198
2. Math	804-116 (MA 120) & 804-198 (MA 129)
3. Social Sciences and/or Humanities	Two WTCS HU/SS Courses (6 credits) will transfer as three MSOE HU/SS Courses (9 credits)
4. Science	806-143 or 806-154 (Physics) or 806-174 or 806-134 (Chemistry) or approved Lab Science

** When the curriculum requires a General Education class, students interested in pursuing the BBA in Technical Sales are encouraged to take the approved courses listed above to meet the requirements. Each AAS program requires different General Education courses. MSOE will convert the WTCS courses and customize your track to meet the MSOE General Education requirements for a Bachelors in Business Administration. The actual required courses will vary depending on 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:

23 General Education Credits

67 Business Technical Electives

An additional 30 credits in business courses may be transferrable and applied to the degree requirements where appropriate. 80 MSOE credits are required to earn the degree.

Remaining Credits on the next page:

BBA Technical Sales			
GS 1002/1003	Q1	General Studies II or III	4
ECON 1	Q1	Economics requirement (Micro or Macro)	3
BA 2401	Q1	Project Management	3
BA 2661	Q1	Marketing	3
HU / SS 1	Q1	Elective	3
BA 2331	Q2	Law requirement	3
BA 1227	Q2	Global Business	3
BA 4667	Q2	Market Research	3
BA 3440	Q2	Business Communication and Commerce	3
MA 129	Q2	Applied Business Calculus	4
MA 340	Q3	Business Statistics	4
BA 2440	Q3	Production Management	3
BA 3801	Q3	Continuous Improvement I	3
BA 3444	Q3	Organizational Behavior	3
UX 333	Q3	Knowledge Management	3
Summer			
Hu/SS	S1	Elective	3
BA 2442	S1	Management	3
BA 2510	Q4	Intro to Accounting	3
BA 4990	Q4	Business Strategy	3
BA 3423	Q4	Entrepreneurship requirement	3
BA 4622	Q4	Psychology of Sales	3
BA 4410	Q4	Negotiations	3
HU/SS	Q4	Elective	3
BA 2530	Q5	Intro to Finance	3
BA 2015	Q5	Business Analytics	3
BA 4626	Q5	Networking and Prospecting	3
BA 4991	Q5	Capstone I	3
BA 4624	Q5	Sales Process and Pipeline	3
HU 432		Ethics	3
BA 4449	Q6	Human Resource Management	3
BA 3447	Q6	Leadership	3
BA 4628	Q6	Forecasting	3
BA 4992	Q6	Capstone II	3
TC 452	Q6	Interpersonal Communication	3
BRIDGE COURSES			
BA 1015		Business Performance Analysis	4
BA 4620		Technical Selling	3

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 BBA in Technical Sales 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."

In addition, in the Fall of 2022, MSOE will be switching to a semester-based academic calendar. When this occurs, the degree requirements will be adjusted, and courses redesigned to accommodate a degree completion based on a two-year curriculum plan without limiting learning outcomes.

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 BBA in Technical Sales 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 BBA in Technical Sales 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 BBA in Technical Sales 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 BBA in Technical Sales Transfer Track of at MSOE. Any exceptions to this policy must be approved in writing by the Program Director of the Business Administration program 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 BBA Transfer Track program at MSOE. The requirement to retake a designated bridge course (see provision 9) with a grade of less than a C may not be waived without exceptional cause as approved by 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. These lists will be updated as needed including revised effective and expiration dates, especially when MSOE switches to a semester calendar. The corresponding MSOE courses are indicated so that Two-year College 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@wtcsystem.edu

James Mackey
Education Director, Manufacturing Programs
608-266-0790
james.mackey@wtcsystem.edu

Valerie Crespín-Trujillo
Education Director, General Education and Transfer programs
valerie.crespintrujillo@wtcsystem.edu

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

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

Conor Smyth
Director, Strategic Advancement
608.266.2991
conor.smyth@wtcsystem.edu

Katy Pettersen
Director, Marketing Consortium
katy.pettersen@wistechcolleges.org

At Milwaukee School of Engineering:

Administrative person directly responsible for the AAS to BBA partnership program:

Dr. Ruth Barratt
Rader School of Business, Department Chair
414-277-2230
Barratt@msoe.edu

Faculty directly responsible for the AAS to BBA in Technical Sales Transfer Track, including curriculum changes:

Dr. Michael Payne
BBA Program Director, AAS to BBA Transfer Track Coordinator
414-277-7589
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

Dr. Michael Payne
BBA Program Director, Transfer Advisor
414-277-7589
paynemj@msoe.edu

Mr. Mark Anderson
Director of Transfer Admissions
414-277-4544
andersonm@msoe.edu

Website address for the institution: 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.

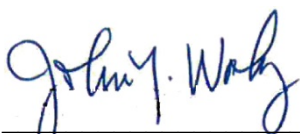
Contact the Vice President of Marketing and Community Engagement indicated on the Institution-Specific Information section in this transfer agreement with any questions you may have and for needed approvals.

04-25-2017

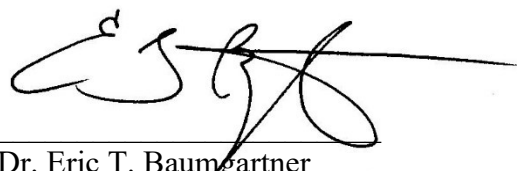
Signatories

This agreement, signed and dated this 1st day of May, 2020, has been thoroughly reviewed and approved by both institutions. The agreement is in effect for the 2020-2021 through the 2025-2026 academic years.

Milwaukee School of Engineering



Dr. John Y. Walz
President



Dr. Eric T. Baumgartner
Vice President of Academics



Dr. Ruth Barratt
Department Chair
Rader School of Business

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

Wisconsin Technical College System

System Office

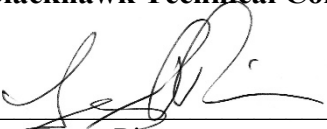


Dr. Colleen McCabe
Provost and Vice President

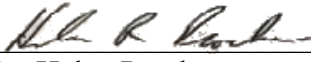


Ms. Chrystal Seeley-Schreck
Associate Vice President
Office of Instructional Services

Blackhawk Technical College

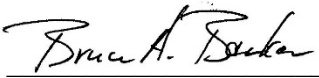


Dr. Tracy Pierner
President

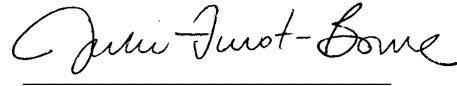


Dr. Helen Proeber
Interim VP of Academic Affairs

Chippewa Valley Technical College

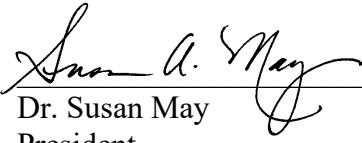


Bruce Barker
President

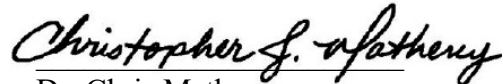


Dr. Julie Furst-Bowe
Vice President of Instruction

Fox Valley Technical College

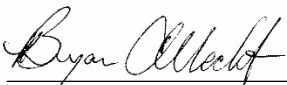


Dr. Susan May
President

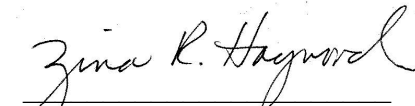


Dr. Chris Matheny
Executive VP/Chief Academic Officer

Gateway Technical College




Dr. Bryan Albrecht
President




Zina Haywood
Executive VP/Provost, Academic and
Campus Affairs

Lakeshore Technical College

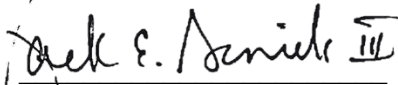


Dr. Paul Carlsen
President



Jim Lemerond
Vice President of Instruction

Madison Area Technical College

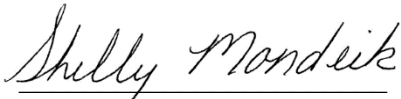


Dr. Jack E. Daniels, III
President



Dr. Turina Bakken
Provost

Mid-State Technical College



Dr. Shelly Mondeik
President



Dr. Deb Stencil
Vice President of Academics

Milwaukee Area Technical College

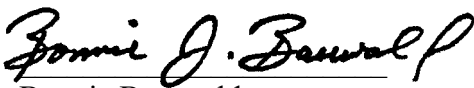


Dr. Vicki Martin
President

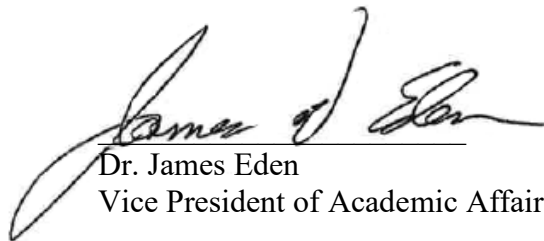


Dr. Mohammad Dakwar
Provost

Moraine Park Technical College



Bonnie Baerwald
President



Dr. James Eden
Vice President of Academic Affairs

Nicolet Area Technical College

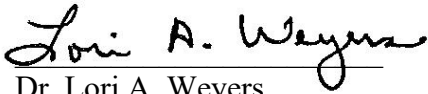


Dr. Richard Nelson
President

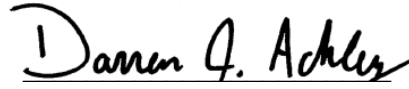


Kate Ferrel
EVP of Academic and Student Affairs

Northcentral Technical College

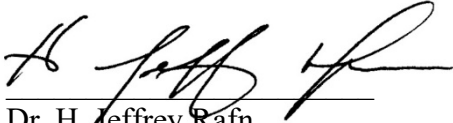


Dr. Lori A. Weyers
President

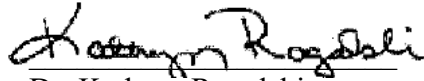


Dr. Darren Ackley
Vice President for Learning

Northeast Wisconsin Technical College

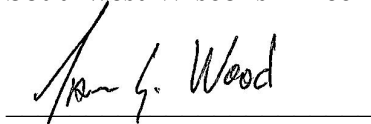


Dr. H. Jeffrey Rafn
President



Dr. Kathryn Rogalski
Vice President of Learning

Southwest Wisconsin Technical College

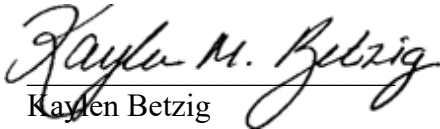


Dr. Jason S. Wood
President

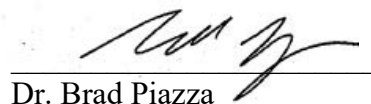


Dr. Katie Garrity
Executive Dean & Chief Academic Officer

Waukesha County Technical College

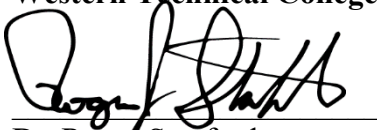


Kaylen Betzig
President

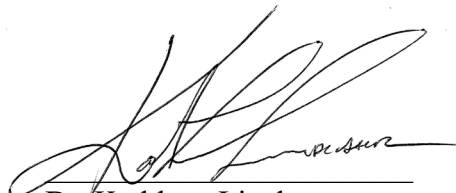


Dr. Brad Piazza
Vice President of Learning

Western Technical College




Dr. Roger Stanford
President




Dr. Kathleen Linaker
Vice President of Academics

Wisconsin Indianhead Technical College



Dr. John Will
President



Dr. Stephanie Erdmann
VP, Academic Affairs & Campus Administrator