Transfer Pathway		
Kentucky Community & Technical College Systems (KCTCS)	То	INDIANA WESLEYAN UNIVERSITY (IWU)
A.A.S., Business Administration - Marketing Track		B.S., Business Administration (BSBA)

Your Bachelor Degree is Within Reach!

IWU will accept the transfer of your ENTIRE Associate Degree and ALL prior credits provided they meet the following criteria:

- ✓ Credits are from a regionally accredited institution
 ✓ A grade of "C" or higher was earned
- ✓ The courses were 100-level or higher (not pre-college, medial, developmental, credits through testing or assessed learning)

Associate Degree Plan of Study: Kentucky Community & Technical College Systems (KCTCS)

COURSE #	COURSE TITLE	CREDITS
ENG 101	Writing I	3
COM 181 or COM 252	Basic Public Speaking or Introduction to Interpersonal Communication	3
ECO 201 or ECO 202	Principles of Microeconomics or Principles of Macroeconomics (IWU suggests ECO 201)	3
MAT 150 or higher	College Algebra or higher	3
Heritage Humanities	Choose one approved course from Heritage Humanities.	3
Natural Sciences	Choose one approved course from Natural Sciences.	3
	Technical Courses	
ACC 201	Financial Accounting	3
ACC 202	Managerial Accounting	3
CIT 105 or OST 105	Introduction to Computers or Introduction to Information Systems	3
ENG 102	Writing II	3
BAS 160	Introduction to Business	3
BAS 260	Professional Development and Protocol	2
BAS 270	Business Employability Seminar	1
BAS 267	Introduction to Business Law	3
BAS 282	Principles of Marketing	3
BAS 283	Principles of Management	3
	Marketing Track	
MKT 290	Advertising and Promotion	3
MKT 295	Consumer Behavior	3
BAS 125	Social Media Marketing: Fundamental Concepts, Skills, and Strategies	3
BAS 290	Management, Ethics and Society	3
Marketing Electives	Choose 6 credit hours from approved list. (IWU suggests ECO 202 and BAS 126)	6
	Total Credits	63

Turn Over

IWU General Education Requirements

(May be taken at IWU or any regionally accredited institution).

IWU Gen. Ed. Requirements	May Be Satisfied By:	
3 credits in Biblical Studies	Any Biblical Studies Course	
3 credits in Philosophy, Biblical Studies, or Religion	Any Philosophy, Biblical Studies, or Religion Course	
3 credits in English Written Communication	Met with ENG 101	3
3 credits in English Written Communication	Met with ENG 102	3
3 credits in English Oral Communication	Met with COM 181 or COM 252	3
3 credits in Mathematics	Met with MAT 150 or higher	3
3 credits in Natural Science	Met with Natural Sciences Course	3
3 credits in Social or Behavioral Science	Met with ECO 201	3
3 credits in Social or Behavioral Science	Met with ECO 202	3
3 credits in Arts and Humanities	Met with Heritage/Humanities Course	3
Total Required: 30		24

IWU Bachelor Completion Plan of Study:

IWU - BSBA				
COURSE #	COURSE TITLE	CREDITS	EQUIVALENT COURSES	CREDITS SATISFIED II ASSOCIATE DEGREE
MGT 302	Management and Leadership	3		
COM 325	Communication in Business	3		
ADM 310	Applied Technology for Managers	3		
MGT 445	Ethical and Legal Business Concepts	3		
MGT 421	Foundations of Marketing	3		
MGT 460	International Issues in Business	3		
MGT 451	Quality and Project Decision-Making for Managers	3		
ACC 201	Accounting Principles I	3	ACC201	3
ACC 202	Accounting Principles II	3	ACC 202	3
ADM 320	Business Statistics	3		
ECO 330	Applied Microeconomics for Business	3	ECO 201	3
ECO 331	Applied Macroeconomics for Business	3	ECO 202	3
FIN 210	Managerial Finance	3		
ADM 495	Seminar in Business	3		
Total				
	Total	Core Credits 42		12

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees require 120 credit hours

Associate Degree Credits:	63
B.S. Core Credits Remaining:	30
Gen. Ed. Credits Remaining	6
Additional Credits Needed to Reach 120:	21

These may be taken at IWU or any regionally accredited institution.

*Transfer pathways are produced as a service to associate degree students. Every effort is made to maintain up-to-date and accurate information; however, this information is subject to change. Such changes take precedence over the information on this guide. Students should work with their current advisor and an IWU advisor. Responsibility for complying with all applicable requirements ultimately rests with the student.

To Speak with an Enrollment Counselor Contact:

Toll Free 866-498-4968 iwuenroll@indwes.edu www.indwes.edu/bachelorcompletion IWU Catalog: 2021-22