



MEMORANDUM OF UNDERSTANDING
Associate in Business Administration: Marketing (NCC) and
Bachelor of Science in Business Administration (PSU)
BLOCK TRANSFER AGREEMENT

Nashua Community College (NCC) and Plymouth State University (PSU) recognize the value of partnering to provide students seeking higher education a variety of accessible pathways toward achieving their goals.

The Program Coordinator of Business Administration: Marketing (NCC), a program faculty member (PSU) and the Assistant Director of Transfer Operations (PSU) have reviewed the courses from NCC and have determined their applicability to Plymouth State University's academic requirements. The Provost at Plymouth State University has reviewed and approved this application of transfer credit.

PSU will honor the credits earned from an Associate's Degree in Business Administration: Marketing at NCC and apply them to PSU's Bachelor of Science in Business Administration. This program provides qualified students entry to PSU as a Junior from NCC in a supportive and transparent pathway that will strengthen accessibility to higher education. In all of its policies and procedures the program will aim toward simplicity, efficiency, and affordability for participating students.

It is recognized that this program continues the missions of NCC and PSU in recognition of the mutual benefit we bring to New Hampshire students and their families. As such, it is understood that the provisions of this agreement will continuously improve and evolve under the guidance and oversight of a NCC/PSU.

NCC'S RESPONSIBILITIES:

1. A single application (with only one, if any, fee) completed from NCC.
2. Bi-annual review, which will take place in fall semester, of the program which will examine the value of the program to each institution. This includes but is not limited to, assessment of number of students participating, effectiveness of policies and procedures of agreement, and effectiveness of the program creating successful students. Review will be conducted by an academic representative from each institution, and/or the designated program coordinator.

3. Updates will be completed by Plymouth State's Assistant Director of Transfer Operations and the designated program coordinators at NCC and PSU. These three individuals will make up the steering committee.
4. NCC will promote this transfer agreement with all students earning an Associate of Science in Business Administration: Marketing.
5. Comprehensive academic advising to make sure students know the terms and conditions of the program and that they start and stay on track.
6. The program requires completion of an Associate Degree in Business Administration: Marketing at NCC .
7. Sharing and exchange of information where appropriate with metrics to measure success.

PSU'S RESPONSIBILITIES:

1. Bi-annual review, which will take place in the fall semester, of the program which will examine the value of the program to each institution. This includes but is not limited to, assessment of number of students participating, effectiveness of policies and procedures of agreement, and effectiveness of the program creating successful students. Review will be conducted by an academic representative from each institution, and/or the designated program coordinator.
2. Updates will be completed by Plymouth State's Assistant Director of Transfer Operations and the designated program coordinators at PSU and NCC. These three individuals will make up the steering committee.
3. PSU will promote this transfer agreement with all prospective students during recruitment travel who demonstrate interest in beginning their collegiate education at a community college.
4. Comprehensive academic advising to make sure students know the terms and conditions of the program and that they start and stay on track.
5. A communication plan to keep students informed on important matters from the point of inquiry through PSU enrollment.
6. Sharing and exchange of information where appropriate with metrics to measure success.

This Transfer Agreement will officially begin Spring 2023 and will remain in effect until a written notification is sent from either party to the other party. At the time the written notification is sent, both institutions will indicate how students currently in the pipeline will be handled. This program will be available for entry immediately and will be available to students enrolled at NCC.

BLOCK TRANSFER COURSE DETAILS:

NCC Business Administration Block Transfer students will transfer 61 credits to PSU as follows:

- ACCT101 Financial Accounting I (4)
- BUS101 Introduction to Business (3)
- BCPT119 Software Applications (3)

- ENGL101 College Composition (4)
- BUS104 Principles of Marketing (3)
- MATH106 Statistics I (4)
- ENGL109 Public Speaking or ENGL103 Professional Writing & Presentation (3)
- Behavioral Social Science Core Requirement (3)
- Science Core Requirement (4)
- ECON201 Microeconomics (3)
- BUS207 Sales (3)
- BUS206 Consumer Behavior (3)
- BUS213 Principles of Advertising (3)
- BUS215 Integrated Marketing Communications (3)
- BUS24 Business Law (3)
- BUS210 Marketing Strategies: A Capstone Course (3)
- SOCI101 Introduction to Sociology (3)
- BUS294 Marketing Internship or Business Elective (3)
- Humanities/Fine Arts or Global Awareness (3)

NCC Block transfer students will complete 59 credits at PSU following this recommended course sequence:

Semester 1 – 16-18 credits :

- Wellness Connection (WECO) (3-4)
- MA2210 Finite Math with Business Statistics (4)
- BUS2300 Business Writing and Presenting (4)
- MGM3150 Fundamentals of Business Operations (2)
- Free elective (3-4)

Semester 2 – 14 credits:

- BUS2100 Introduction to Finance (2)
- MKT/SAL 3/4000 level elective (4)
- ACC/BUS/ECN/ENT/FIN/LAW/MGM/MKT/SAL/SM 3/4000 level electives (4)
- MGM3450 Organizational Behavior and Team Development (4)

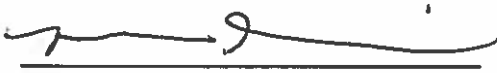
Semester 3 – 14 – 16 credits:

- Integrated Capstone (INCP) (3-4)
- ACC/DAT/FIN/MGM/MKT 3/4000 level QRCO (4)
- ACC/BUS/ECN/ENT/FIN/LAW/MGM/MKT/SAL/SM 3/4000 level electives (4)
- Free Elective (3-4)

Semester 4 – 11-15 credits:

- ACC/BUS/ECN/ENT/FIN/LAW/MGM/MKT/SAL/SM 3/4000 level electives (4)
- MGM4900 Strategy and Sustainable Competitive Advantage (4)
- Free electives (3-7)

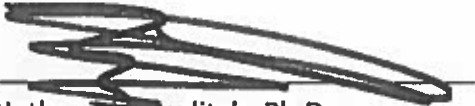
Participating colleges include:



Robyn Griswold
Vice President of Academic Affairs

10/27/23

Date

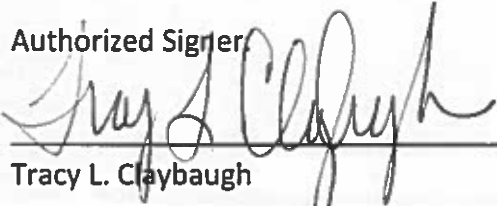


Nathaniel Bowditch, Ph.D.
Provost and Vice President for Academic Affairs

11/29/2023

Date

Authorized Signer:



Tracy L. Claybaugh
VP for Finance and Administration

1/4/24

Date