



TWO DEGREES, ONE PATH

TRANSFER PATHWAY GUIDE 2023-2024

Associate in Arts to Bachelor of Science in Business Administration – Sports Business and Event Management

Overview

Completion of the following curriculum will satisfy the requirements for the Associate in Arts (AA) degree at the Gateway Community and Technical College (GTCT) and leads to the Bachelor of Science in Business Administration (BSBA) – Sports Business and Event Management Major degree at Northern Kentucky University (NKU).

Applying to the Gateway2NKU Program

Students can apply to participate in the pathway program by completing the online application on the NKU transfer webpage. Students must be enrolled in at least six credit hours at Gateway CTC, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at Gateway CTC.

Degree Requirements for GCTC

1) completion of minimum 60 credit hours, 2) minimum cumulative GPA 2.0, 3) minimum of 15 credit hours earned at the institution awarding the degree, 4) cultural competence course, 5) demonstration of digital literacy, 6) college success requirement.

Admission Requirements to NKU

Students completing an associate degree with a cumulative GPA of 2.0 or higher will be accepted into NKU. The BSBA is a selective admission program. All BSBA students, including transfer students, enter as pre-majors prior to earning full admission to the major.

BSBA pre-majors must complete each of the six designated selective admission courses (ACC 200, ACC 201, BUS 230, ECO 100, ECO 101, and MKT 205, or approved GCTC course equivalents) in the BSBA Business Core with a grade of C- or better and earn an overall NKU GPA of 2.50 or better or a minimum GPA of 2.50 in the six selective admissions courses to be admitted into any BSBA major. All transfer students must complete a minimum of 12 credit hours at NKU (in any combination of courses) in order to establish an NKU GPA before applying for admission to the BSBA major. Students must meet pre-requisites for each course.

Degree Requirements for NKU

To earn a bachelor's degree at NKU, students must complete a minimum of 120 credit hours with at least 45 credit hours numbered 300 and above. In addition, at least 25% of the credit hours required for the degree and the last 30 credit hours must be completed at NKU. Students must have an overall GPA of 2.0 and meet all prerequisites for courses and requirements for the major. All students successfully completing the BSBA major in Sports Business and Event Management automatically earn an interdisciplinary Minor in Business as part of their required course of study for the degree.

General Transfer Information

Students must complete the online application to NKU. There is no application fee for students who are transferring from GCTC.

KCTCS Scholars Award: Students who are KY residents transferring directly from a KCTCS institution with at least 36 hours from that institution and minimum GPA of 3.0, were never enrolled as a degree-seeking student at NKU, and will be enrolled in at least 12 credit hours both fall and spring semester are eligible for a limited number of \$2,500 annual scholarships (\$1,250 per fall and spring). Students must gain admission to NKU by June 15 for fall and November 1 for spring to be eligible for a possible scholarship. Online accelerated programs are not eligible for the KCTCS Scholars Award.

GCTC AA TO NKU BSBA IN SPORTS BUSINESS AND EVENT MANAGEMENT CHECKLIST

Gateway Community and Technical College

Category 1: GCTC General Education Core Requirements

| GCTC Course | Course or Category | Credits | NKU Course | Completed |
|-------------------------------|--|-----------|---------------------------------------|-----------|
| ENG 101 | Writing I (WC) | 3 | ENG 101 | |
| ENG 102 | Writing II (WC) | 3 | ENG 102 | |
| TBS XXX | Oral Communication (OC) | 3 | TBD XXX | |
| TBS XXX | Arts & Humanities (AH) Heritage | 3 | TBD XXX | |
| TBS XXX | Arts & Humanities (AH) Humanities | 3 | TBD XXX | |
| ECO 201 | Principles of Microeconomics (SB) | 3 | ECO 101 | |
| ECO 202 | Principles of Macroeconomics (SB) | 3 | ECO 100 | |
| Taken at NKU or TBS XXX | Rivalry and Rituals: International Sport (SB) or Social & Behavioral Sciences (SB) (not ECO) | 3 | SPB 200 or TBD XXX | |
| MAT 150 | College Algebra (QR) | 3 | (MAT 102 or MAT 103) + MAT 100T | |
| STA 220 | Statistics (QR) | 3 | STA 205 | |
| TBS XXX | Natural Science with lab (SL) | 4 | TBD XXX | |
| | Subtotal General Education Core Courses | 34 | | |

TBS XXX means to be selected by GCTC student.

TBD XXX means to be determined by NKU based on course selected.

For Social and Behavioral Sciences courses, two disciplines must be represented and different from those in the Arts and Humanities category.

A grade of A or B in MAT 150 equates to MAT 103 + MAT 100T at NKU. A grade of C or D in MAT 150 equates to MAT 102 + MAT 100T.

Category 2: GCTC AA Requirements

| GCTC Course | Course or Category | Credits | NKU Course | Completed |
|-------------|--|----------|------------|-----------|
| TBS XXX | Arts & Humanities (AH) or Social & Behavioral Sciences (SB) or Oral Communication (OC) or Foreign Language | 3 | TBD XXX | |
| TBS XXX | Arts & Humanities (AH) or Social & Behavioral Sciences (SB) or Oral Communication (OC) or Foreign Language | 3 | TBD XXX | |
| | Subtotal AA Requirement Courses | 6 | | |

Category 3: GCTC Electives

| GCTC Course | Course or Category | Credits | NKU Course | Completed |
|-----------------------|---|-----------|------------|-----------|
| CIT 105 OR OST 105 | Introduction to Computers OR Introduction to Information Systems | 3 | BIS 101 | |
| FYE 105 | Achieving Academic Success | 3 | UNV 100T | |
| ACC 201 | Financial Accounting | 3 | ACC 200 | |
| ACC 202 | Managerial Accounting | 3 | ACC 201 | |
| BAS 267 | Introduction to Business Law | 3 | BUS 230 | |
| BAS 282 | Principles of Marketing | 3 | MKT 205 | |
| MAT 165 | Finite Mathematics and its Applications | 3 | MAT 114 | |
| | Subtotal Elective Courses | 21 | | |
| | Total Associate Degree Hours | 61 | | |

Degree Requirement: One course must be selected from the KCTCS identified Cultural Competence course list in the KCTCS catalog.

Northern Kentucky University

Category 4: NKU Major Requirements for the BSBA in Sports Business and Event Management

| NKU Course | Course | Credits | GCTC Course | Taken at GCTC |
|------------|--|---------|-------------|---------------------|
| ACC 200 | Introductory Financial Accounting | 3 | ACC 201 | x |
| ACC 200L | Financial Accounting Lab | 1 | | x |
| ACC 201 | Introductory Managerial Accounting | 3 | ACC 202 | x |
| BIS 300 | Management Information Systems | 3 | | |
| BIS 380 | Quantitative Analysis for Business | 3 | | |
| BUS 230 | Legal Environment | 3 | BAS 267 | x |
| BUS 301 | Business Professionalism/Career Prep | 3 | | |
| BUS 330 | Ethics: Managerial Decision Making | 3 | | |
| ECO 100 | Principles of Macroeconomics | 3 | ECO 202 | x |
| ECO 101 | Principles of Microeconomics | 3 | ECO 201 | x |
| ECO 305 | Foundations of International Business | 3 | | |
| FIN 305 | Principles of Finance | 3 | | |
| MAT 114 | Finite Mathematics | 3 | MAT 165 | x |
| MGT 300 | Behavior in Organizations: Understanding Organizational Life | 3 | | |
| MGT 305 | Operations Management in Business | 3 | LOM 180 | |
| MGT 490 | Business Policy | 3 | | |
| MKT 205 | Principles of Marketing | 3 | BAS 282 | x |
| STA 205 | Statistical Methods | 3 | STA 220 | x |
| MKT 310 | Selling Skills | 3 | | |
| SPB 200 | Rivalry and Rituals: International Sport | 3 | | Can be taken at NKU |
| SPB 305 | Sports Marketing and Events Research | 3 | | |
| SPB 307 | Moneyball: Economics of Sports and Events | 3 | | |
| SPB 335 | Event Planning and Management | 3 | | |

| NKU Course | Course | Credits | GCTC Course | Taken at GCTC |
|------------|---|-----------|-------------|---------------|
| SPB 350 | Revenue Generation in Sports and Events | 3 | | |
| TBS XXX | Select one SPB or MKT 300- or 400- level course | 3 | | |
| | Subtotal Major Credit Hours at NKU | 48 | | |
| | Subtotal Major Credit Hours at GCTC | 25 | | |
| | Total Major Credit Hours | 73 | | |

Transfer students with an AA who earned a C- or better in ACC 201 are not required to complete ACC 200L.

Category 5: Additional Requirements at NKU

| NKU Course | Course | Credits | GCTC Course | Taken at GCTC |
|------------|--|------------|-------------|---------------|
| | Subtotal Elective (300/400 level) Hours | 11 | | |
| | Total Baccalaureate Degree Credit Hours | 120 | | |

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