

TRANSFER PATHWAY GUIDE
FOR
KCTCS Associate in Arts to Kentucky State University (KSU), Bachelor of Arts
Business Administration/Marketing Track
Effective: Oct. 2023

Overview

Completion of the following curriculum will satisfy the requirements for Associate in Arts at the Kentucky Community and Technical College System and leads to the Bachelor of Arts in Business Administration, Marketing Track at Kentucky State University.

Admission Requirements

Transfer students with an Associate in Arts degree are deemed to have met ALL General Education and University Orientation requirements.

Degree Requirements

The KSU School of Business requires students to successfully complete College Algebra.

General Transfer Requirements

If possible complete both Principles of Accounting and Principles of Economic classes, as well as a business computer and a business communication class within the KCTCS degree.

KCTCS AA TO Kentucky State University BA Business Administration/Marketing

CHECKLIST

Kentucky Community and Technical College System

Category 1: KCTCS General Education Core Requirements (33 hours)

KCTCS Course	Course or Category	Credits	KSU Course	Completed
ENG 101	Writing I	3	ENG 101	
ENG 102	Writing II	3	ENG 102	
COM 181 or COM 252	Basic Public Speaking or Interpersonal Communications	3	COM 103	
MAT 150	College Algebra	3	MAT 115 or MAT 115A	
TBS XXX	Natural Science (with a lab)	3	TBD XXX	
ECO 201	Principles of Economics I	3	ECO 201	
POL 101, PSY 110, SOC 101	Social and Behavioral Science	3	FIN 101, POL 101, HIS 103, HIS 108, PSY 200, SOC 203	
POL 101, PSY 110, SOC 101	Social and Behavioral Science	3	FIN 101, POL 101, HIS 103, HIS 108, PSY 200, SOC 203	
TBS XXX	Heritage	3	TBD XXX	
TBS XXX	Humanities	3	BUA 120, or recommended course	
TBS XXX	Quantitative Reasoning OR Natural Science	3	TBD XXX	
	Subtotal General Education Core Courses	33		

TBS XXX means to be selected by KCTCS student.

TBD XXX means to be determined by Kentucky State University based on course selected.

**Minimum grade of "C" required

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

Category 2: KCTCS AA Requirements (6 hours)

KCTCS Course	Course or Category	Credits	KSU Course	Completed
SPA 101 or TBS XXX	Arts and Humanities or Social/Behavioral Sciences or Oral Communications or Foreign Languages	3	SPA 101 or TBD XXX	
SPA 102 or TBS XXX	Arts and Humanities or Social/Behavioral Sciences or Oral Communications or Foreign Languages	3	SPA 102 or TBD XXX	
	Subtotal AA Requirement Courses	6		

Category 3: KCTCS Electives (21 hours)

KCTCS Course	Course or Category	Credits	KSU Course	Completed
CIT 105	Digital Literacy	3	KSU 118	
FYE 105	First-Year College Success Course/Experience	3	KSU 186	
OST 240	Computer Applications in Business	3	BUA 101	
ECO 202	Principles of Macroeconomics	3	ECO 202	
ACC 201	Principles of Accounting I	3	ACC 201	
ACC 202	Principles of Accounting II	3	ACC 202	
COM 205 OR ENG 203	Business and Professional Communication OR Business Writing	3	BUA 204 or ENG 216	
	Subtotal Elective Courses	21		
	TOTAL Associate Degree Hours	60		

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

Kentucky State University**Major Requirements for Business Administration, Marketing Track**

KSU Course	Course	Credits	KSU Course	Taken at KCTCS
MIS 300	Management Information Systems	3	KSU	
MGT 301	Principles of Management	3	KSU	
MKT 301	Principles of Marketing	3	KSU	
FIN 305	Personal Finance	3	KSU	
FIN 330	Corporate Finance	3	KSU	
BUA 320	Business Statistics	3	KSU	
ECO 321	Quantitative Methods	3	KSU	
BUA 321	Legal Environment	3	KSU	
BUA 325	Business Research and Analysis	3	KSU	
BUA 370	Global Business Issues	3	KSU	
BUA 480	Leadership and Ethics	3	KSU	
BUA 402	Senior Seminar	1	KSU	
MGT 352	Supply Chain Management	3	KSU	
MGT 465	Entrepreneurship	3	KSU	
MGT 490	Strategic Management	3	KSU	
MKT 310	Personal Selling	3	KSU	
MKT 315	Retailing Management	3	KSU	
MKT 320	Marketing Communications	3	KSU	
MKT 325	Internet Marketing	3	KSU	
MKT 430	Marketing Research	3	KSU	
MKT 440	Consumer Behavior	3	KSU	
MKT 490	Strategic Marketing Management	3	KSU	
Subtotal Credit Hours			64	60
Total Baccalaureate Degree Credit Hours			124	

Updated: October 22, 2023