

**ARTICULATION AGREEMENT
BETWEEN BERKELEY COLLEGE AND
BERGEN COMMUNITY COLLEGE**

AGREEMENT by and between Berkeley College ("Berkeley"), an institution of higher education with a location at 44 Rifle Camp Road, Woodland Park, NJ 07424 and Bergen Community College ("BCC"), an institution of higher education located at 400 Paramus Road, Paramus, NJ 07652 (collectively referred to as the "Parties").

WHEREAS, the Parties mutually desire to facilitate opportunities for students who wish to transfer from BCC with associate degrees to the baccalaureate degree programs at Berkeley; and

WHEREAS, the Parties mutually desire to further that goal by defining the terms and conditions under which those students will be able to transfer to Berkeley with little or no loss of academic credits previously earned;

NOW, THEREFORE, the Parties agree as follows:

I. ENROLLMENT AND TRANSFER REQUIREMENTS

All students seeking to continue their education at Berkeley must meet all of the following requirements. If, in Berkeley's sole discretion, the requirements have not been met, Berkeley reserves the right to determine the extent to which credits will be accepted for transfer. Students who meet the following requirements will be treated as having completed up to ninety (90) Berkeley credits (the equivalent of approximately sixty (60) semester credits) and may be eligible for admission to an Upper Division in accordance with Berkeley's transfer credit policy.

- A. Students must have a cumulative grade point average of at least 2.0 on a 4.0 scale, or the equivalent of that average if the scale is different.
- B. All courses must be completed with a grade of "C" or higher to be eligible for transfer. Berkeley will accept transfer credits only. Course grades received at BCC will not be applied toward the calculation of the student's grade point average attained at Berkeley.
 - 1. Berkeley uses the quarter-hour system. One (1) Berkeley credit hour is equivalent to approximately twelve (12) hours of scheduled class time.
- C. Appendix A, which is deemed part of and incorporated within this Agreement, lists all Berkeley courses and credits and the corresponding BCC courses and credits. In its sole discretion, Berkeley will determine whether to accept credits for transfer to its baccalaureate degree programs in accordance with its transfer credit policy.
- D. Berkeley will evaluate the credits of candidates for admission to other Berkeley baccalaureate programs provided that the students meet the general requirements of Sections A and B above.

- E. Berkeley reserves the right to add, discontinue or modify its programs and policies at any time.
- F. In the event that either institution modifies or eliminates any of the courses or credits listed in Appendix A, Berkeley, in its sole discretion, may decline to accept credits for transfer with respect to those courses unless and until the Parties have mutually agreed upon an appropriate amendment of Appendix A to this Agreement.

II. INSTITUTIONAL OBLIGATIONS

During the period of this Agreement:

- A. Students will be eligible to transfer to all Berkeley locations in New York and New Jersey, along with Berkeley College Online.
- B. The Parties will notify each other concerning any contemplated curricular changes that might affect the future of this Agreement.
- C. Students will follow and be bound by all Berkeley policies upon admission, along with all guidelines outlined in this Agreement and in the undergraduate bulletins at BCC and Berkeley.

III. INSTITUTION RELATIONS

Berkeley and BCC will use reasonable efforts to make appropriate personnel in their respective institutions aware of this Agreement and encourage them to support it. Such persons include admissions staff, counselors and appropriate faculty. Berkeley's Office of Admissions will supply BCC with promotional literature, which will be made available to students.

IV. PROPRIETARY MARKS; PUBLICITY

Each Party acknowledges that the other is the exclusive owner of certain trademarks and service marks ("Marks"). Each Party agrees not to use the Marks of the other for any purpose without prior written consent. The Parties hereby grant each other permission to refer to the names of the Parties and this Agreement in each Party's official Catalog and web site, and in other ways for the sole purpose of promoting the successful implementation of this Agreement and communicating its contents to the general public.

V. INDEPENDENT CONTRACTORS

It is expressly understood that Berkeley and BCC are independent contractors. Nothing herein shall create any joint venture, legal partnership, agency relationship or otherwise provide any authority of the one Party to bind the other to any third party. Neither Party may act in any way as the representative of the other, nor is either Party authorized to incur any liability, obligation or expense on behalf of the other Party.

VII. ASSIGNMENT

Neither Party shall assign or subcontract any portion of its rights or obligations under this Agreement to any unaffiliated person or entity without the written consent of the other Party. Any attempt to do so shall be deemed null and void as between the Parties. This Agreement shall be binding upon the Parties' successors and permissible assigns, which shall be informed of and agree to all terms set forth in this Agreement.

VIII. NOTICE

Notice shall be given to each Party at the address listed below by deposit with an overnight courier with charges prepaid, or by deposit in the United States mail, first-class postage prepaid by registered or certified mail. Any such notice shall be deemed to have been given one (1) business day after deposit with an overnight courier or three (3) business days after deposit in the United States mail.

Berkeley College
Attn: Marianne P. Vakalis, Ed.D
Office of the Provost
44 Rifle Camp Road
Woodland Park, NJ 07424
(212)-986-4343 x1314

Bergen Community College
400 Paramus Road
Paramus, NJ 07652
(201)-447-7100

IX. GOVERNING LAW; VENUE

This Agreement shall be governed by the laws of the State of New Jersey without giving effect to any conflict of laws provisions. Unless mutually agreed otherwise, any litigation arising out of this Agreement shall be commenced and prosecuted exclusively in a state or federal court located in the State of New Jersey and the Parties hereby consent to jurisdiction and waive any objections to venue in such courts.

X. ENTIRE AGREEMENT; AMENDMENT

This Agreement constitutes the entire agreement and understanding between the Parties relating to the subject matter it addresses and supersedes all other agreements, representations and understandings between the Parties with respect thereto, including but not limited to the March 2008 agreement. Except as otherwise noted, this Agreement, including its appendices, may not be supplemented or modified without a written and dated amendment signed by both Parties. This Agreement shall remain in effect from the date of the last signature below until it is terminated by one of the Parties. Either Party may terminate this Agreement by providing at least three (3) months written notice prior to the intended date of termination.

XI. MISCELLANEOUS

- A. Survival of Terms.** The provisions concerning intellectual property rights shall survive the termination of this Agreement.

- B. **Headings.** Headings set forth in this Agreement are intended solely for organizational purposes and shall not affect the interpretation of the underlying provisions.
- C. **Counterparts.** This Agreement may be executed in counterparts. Execution may be evidenced by an electronic copy (facsimile or electronic image) of the signed document.
- D. **Severability.** In the event a court of competent jurisdiction declares any provision of this Agreement to be void, the remaining provisions shall be deemed severed and shall remain enforceable to the full extent permitted by law.
- E. **Force Majeure.** Neither Party shall be liable for a failure to perform its obligations under this Agreement to the extent that such performance was rendered impracticable by fire, flood, police action, public safety emergency, epidemic, natural disaster or act of terrorism or war.

Berkeley College

Bergen Community College

M. Vakalis

Marianne P. Vakalis, Ed.D.
Interim Provost

William Mullanez
William Mullanez, President of Academic Affairs

Date: June 24, 2013

Date: 5/21/13

Appendix A: Transfer Tables
Appendix B: Scholarship Opportunities Flyer

APPENDIX A

ACCOUNTING

BERGEN COMMUNITY COLLEGE
A.S.

BERKELEY COLLEGE
B.S.

	Accepted SEM HRS	Required QRT HRS		
Major Courses				
ACC110 Financial Accounting	3		ACC111 Financial Accounting I	
ACC210 Managerial Accounting	3		ACC112 Financial Accounting II	
ACC202 Intermediate Accounting I	3		ACC113 Managerial Accounting	
		4	ACC201 Intermediate Accounting I	
		4	ACC202 Intermediate Accounting II	
		4	ACC203 Intermediate Accounting III	
		4	ACC240 Cost Accounting	
		2	ACC255 Computer Applications in Accounting	
		4	ACC310 Advanced Accounting	
		4	ACC330 Government and Nonprofit Accounting	
		4	ACC351 Federal Taxation I	
		4	ACC352 Federal Taxation II	
		4	ACC410 Auditing	
		3	ACC425 Advanced Financial Statement Analysis	
Business Courses				
BUS101 Introduction to Business	3		BUS100 Business Organization & Management	
		2	BUS226 Career Management Seminar	
BUS233 Business Law I [Free Elec]*	3		BUS231 Business Law I	
		4	BUS483 Internship	
		4	FIN301 Principles of Finance I	
		3	FIN415 Principles of Finance II	
BUS207 Principles of Management [Free Elec]*	3		MGT220 Principles of Management	
BUS201 Marketing Principles	3		MKT220 Principles of Marketing	
			CIS115 Computer Applications	
Liberal Arts Courses **				
WRT101 English Composition I	3		ENG105 Expository Writing	
WRT201 English Composition II	3		ENG106 Writing Through Literature	
COM100 Speech Communication	3		ENG115 Public Speaking	
BUS105 Business Communication [Bus Elec]*	3		ENG265 Business Communication	
		4	MAT211 College Algebra	
		4	MAT212 Mathematics with Business Applications	
		4	MAT215 Statistics I	
ECO101 Macroeconomics	3		SOC201 Macroeconomics	
ECO201 Microeconomics	3		SOC202 Microeconomics	
		4	SOC225 Psychology	
Humanities Electives	9		Humanities Elective	
Science Electives	8	4	Math/Science Electives	
		12	Social Science Elective	
Humanities Elective	3	8	Liberal Arts Electives	
Humanities Elective	3		Gen Ed Core Humanities Elective	
MAT Mathematics Elective	3		Gen Ed Core Math/Science Elective	
			Gen Ed Core Social Science Elective	
	65	90		

* Depending on elective taken, credit may apply elsewhere.

** 24 Liberal Arts credits must be taken at the 300/400 level.

BUSINESS ADMINISTRATION

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

A.S.

B.S.

		Accepted	Required		
		SEM HRS	QRT HRS		
<i>Business Courses</i>					
ACC110	Financial Accounting	3		ACC110	Fundamentals of Accounting for Managers
ACC210	Managerial Accounting	3		ACC113	Managerial Accounting
BUS101	Introduction to Business	3		BUS100	Business Organization & Management
			2	BUS226	Career Management Seminar
			4	BUS231	Business Law I
			2	BUS250	Computer Applications in Business
			4	BUS451	Business Strategy and Policy
			4	BUS483	Internship
			4	FIN301	Principles of Finance I
			4	IBS201	International Business
BUS207	Principles of Management [Bus. Elec]*	3		MGT220	Principles of Management
BUS201	Marketing Principles [Bus. Elec]*	3		MKT220	Principles of Marketing
			4	CIS115	Computer Applications
	Free Elective	3	22		Business Electives
<i>Liberal Arts Courses **</i>					
WRT101	English Composition I	3		ENG105	Expository Writing
WRT201	English Composition II	3		ENG106	Writing Through Literature
COM100	Speech Communication	3		ENG115	Public Speaking
BUS105	Business Communication [Bus. Elec]*	3		ENG265	Business Communication
			4	MAT211	College Algebra
			4	MAT212	Mathematics with Business Applications
			4	MAT215	Statistics I
ECO101	Macroeconomics	3		SOC201	Macroeconomics
ECO201	Microeconomics	3		SOC202	Microeconomics
			4	SOC225	Psychology
	Humanities Electives	9			Humanities Electives
	Science Electives	8	4		Math/Science Electives
			12		Social Science Electives
	Humanities Electives	4	8		Liberal Arts Electives
	Humanities Electives	3			Gen Ed Core Humanities Elective
MAT	Mathematics Elective	3			Gen Ed Core Math/Science Elective
	General Education Elective	3			Gen Ed Core Social Science Elective
		66	90		

* Depending on elective taken, credit may apply elsewhere.

** 24 Liberal Arts credits must be taken at the 300/400 level.

CRIMINAL JUSTICE

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

A.S.

B.S.

Accepted Required
SEM HRS QRT HRS

Major Courses

CRJ101	Introduction to Criminal Justice	3
CRJ103	Criminal Law	3
CRJ107	Criminology	3
CRJ113	The Juvenile Justice Process	3
CRJ109	Contemporary Issues in Policing	3
CRJ105	Police Administration	3

JUS100	Introduction to Justice Studies	4
JUS110	Communication Skills for CJ Professionals	4
JUS201	Criminal Procedure	4
JUS205	Criminal Law	2
JUS255	Computer Applications in Criminal Justice	4
JUS305	Justice and the Judiciary	4
JUS307	Corrections, Probation, and Parole	4
JUS406	Research Methods in Criminal Justice	4
JUS482	Internship	4
SOC218	Police and Society	4
SOC220	Criminology	4
SCI230	Forensic Science	4
	Justice Studies Electives	

Business Courses

BUS100	Business Organization & Management	4
BUS226	Career Management Seminar	2
CIS115	Computer Applications	4
CIS204	Database Management Systems	2

*Liberal Arts Courses ***

WRT101	English Composition I	3
WRT201	English Composition II	3
COM100	Speech Communication	3
SOC101	Sociology [Soc Sci Elec]*	3
PSY101	General Psychology [Soc Sci Elec]*	3
	Humanities Electives	6
	Math/Science Elective	8
	Humanities Electives	6
	Humanities Electives	3
	Science Elective	3
WEX101	Dynamics of Health and Fitness	2
WEX	Dynamics of Health and Fitness Exp	1
	Humanities or Math/Sci Elective	3

ENG105	Expository Writing	
ENG106	Writing Through Literature	
ENG115	Public Speaking	
MAT211	College Algebra	4
MAT215	Statistics I	4
HUM225	Ethics	4
SOC210	Sociology	4
SOC215	Political Science	4
SOC225	Psychology	4
SOC318	Drugs and Drug Policy	4
SOC320	Gender, Race, and Class	4
SOC415	Global Social Change	4
SOC425	Abnormal Psychology	4
	Humanities Electives	
	Math/Science Electives	
	Liberal Arts Electives	
	Gen Ed Core Humanities Elective	
	Gen Ed Core Math/Science Elective	
	Gen Ed Core Social Science Elective	
	Free Electives	

65 90

* Depending on elective taken, credit may apply elsewhere.

** 24 Liberal Arts credits must be taken at the 300/400 level.

FASHION MARKETING & MANAGEMENT

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

A.S.

B.S.

Accepted	Required
SEM HRS	QRT HRS

Major Courses

	4	FAS101	Introduction to the Fashion Business
	4	FAS230	Fashion Textiles for Apparel and Home
	4	FAS240	Visual Merchandising
	4	FAS245	Merchandise Planning & Buying
	4	FAS250	Computer Applications in Fashion Industry
	4	FAS256	Product Development
	4	FAS260	Fashion Forecasting
	4	FAS312	Marketing Accessories, Home & Cosmetics
	4	FAS335	Retail Management
	4	FAS427	Operations Management in Fashion Bus.
BUS207	3	Principles of Management [Bus. Elec]*	MGT220 Principles of Management
BUS201	3	Marketing Principles [Bus. Elec]*	MKT220 Principles of Marketing
			MKT241 Consumer Behavior
			FAS or MGT or MKT Upper Division Elective

Business Courses

ACC110	3	Financial Accounting	ACC110 Fundamentals of Accounting for Managers
ACC210	3	Managerial Accounting	ACC113 Managerial Accounting
BUS101	3	Introduction to Business	BUS100 Business Organization & Management
			BUS226 Career Management Seminar
BUS233	3	Business Law I [Free Elec]*	BUS231 Business Law I
			BUS483 Internship
BNF201	3	Principles of Finance [Bus. Elec]*	FIN301 Principles of Finance I
			GIS115 Computer Applications

*Liberal Arts Courses ***

WRT101	3	English Composition I	ENG105 Expository Writing
WRT201	3	English Composition II	ENG106 Writing Through Literature
COM100	3	Speech Communication	ENG115 Public Speaking
			MAT211 College Algebra
			MAT212 Mathematics with Business Applications
			MAT215 Statistics I
ECO101	3	Macroeconomics	SOC201 Macroeconomics
ECO201	3	Microeconomics	SOC202 Microeconomics
			SOC225 Psychology
	9	Humanities Electives	Humanities Electives
	8	Science Electives	Math/Science Electives
			Social Science Electives
	4	Humanities Electives	Liberal Arts Electives
	3	Humanities Electives	Gen Ed Core Humanities Elective
MAT	3	Mathematics Elective	Gen Ed Core Math/Science Elective
	3	General Education Elective	Gen Ed Core Social Science Elective
			Free Electives
	66		90

* Depending on elective taken, credit may apply elsewhere.

** 24 Liberal Arts credits must be taken at the 300/400 level.

FINANCIAL SERVICES

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

A.S.

B.S.

Accepted	Required
SEM HRS	QRT HRS

Major Courses

ACC110	Financial Accounting	3
ACC210	Managerial Accounting	3

ACC110	Fundamentals of Accounting	
ACC113	Managerial Accounting	
4	FIN200	Introduction to Financial Services
4	FIN204	Financial Markets and Institutions
2	FIN250	Computer Applications in Financial Services
	FIN301	Principles of Finance I
4	FIN305	Principles of Financial Planning
4	FIN310	Insurance Planning
4	FIN315	Investment Planning
4	FIN400	Tax Planning
4	FIN405	Retirement Planning
4	FIN410	Estate Planning
4	FIN415	Principles of Finance II
4	FIN420	Personal Financial Planning Capstone

BNF201	Principles of Finance [Bus Elec]	3
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Business Courses

BUS101	Introduction to Business	3
BUS233	Business Law I [Bus Elec]*	3
BUS207	Principles of Management	3
BUS104	Customer Service [Free Elec]*	3

BUS100	Business Organization & Management	
2	BUS226	Career Management Seminar
	BUS231	Business Law I
4	BUS483	Internship
	MGT220	Principles of Management
	MKT220	Principles of Marketing
4	CIS115	Computer Applications
2	CIS201	Advanced Spreadsheets
	CIS204	Database Management Systems

Liberal Arts Courses **

WRT101	English Composition I	3
WRT201	English Composition II	3
COM100	Speech Communication	3
BUS105	Business Communication [Free Elec]*	3
ECO101	Macroeconomics	3
ECO201	Microeconomics	3
	Humanities Electives	9
	Science Electives	8
	Humanities Electives	3
	Humanities Electives	3
MAT	Mathematics Elective	3

ENG105	Expository Writing	
ENG106	Writing Through Literature	
ENG115	Public Speaking	
ENG265	Business Communication	
4	MAT211	College Algebra
4	MAT212	Mathematics with Business Applications
4	MAT215	Statistics I
	SOC201	Macroeconomics
	SOC202	Microeconomics
4	SOC225	Psychology
	Humanities Elective	
	Math/Science Electives	
	Social Science Elective	
	Liberal Arts Electives	
	Gen Ed Core Humanities Elective	
	Gen Ed Core Math/Science Elective	
	Gen Ed Core Social Science Elective	

65	100
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* Depending on elective taken, credit may apply elsewhere.

** 24 Liberal Arts credits must be taken at the 300/400 level. Remaining Liberal Arts credits adjusted to meet 50% Liberal Arts rule.

INFORMATION TECHNOLOGY MANAGEMENT

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

A.S.

B.S.

Accepted	Required
SEM HRS	QRT HRS

Major Courses

INF101	Introduction to Information Technology	3
INF160	Networking Technologies [INF Elec]*	3
INF145	Visual Basic Programming [Progr Elec]*	3
INF208	Systems Analysis and Design	3
	Advance Programming Elective	3
INF	IT Elective [Free Elec]*	3

ITM100	Introduction to Technology Management	
ITM200	Introduction to Networking	4
ITM210	Introduction to Database Management	4
ITM220	Introduction to Web Design and Graphics	4
ITM230	Fundam. of Object Oriented Programming	4
ITM 240	Information System Analysis and Design	4
ITM250	Information Technology and Law	6
ITM498	Capstone Senior Project	4
	Information Technology Electives	4

Business Courses

BUS101	Introduction to Business	3
BUS207	Principles of Management [Free Elec]*	3

BUS100	Business Organization & Management	
CIS115	Computer Applications	4
BUS226	Career Management Seminar	4
MGT220	Principles of Management	4
MKT220	Principles of Marketing	4
BUS267	Management Information Systems	4
BUS281	Project Management	4
MGT420	Managing for Change	4
BUS483	Internship	4

*Liberal Arts Courses ***

WRT101	English Composition I	3
WRT201	English Composition II	3
COM100	Speech Communication	3

ENG105	Expository Writing	
ENG106	Writing Through Literature	4
ENG115	Public Speaking	4
MAT211	College Algebra	4
MAT212	Mathematics with Business Applications	4
MAT215	Statistics I	4
MAT301	Discrete Mathematics	4
HUM225	Ethics	4
SOC310	Intercultural Communication	4
SCI410	Sustainable Solutions	4
SOC415	Global Social Change	4
GEC430	Science, Technology, and Modern Life	4
HUM431	Humanities in the Media	4

	Humanities Electives	6
	Social Science Elective	6
	Humanities and Science Electives	14
MAT	Mathematics Elective	3
	Elective	3

	Humanities Electives	
	Social Science Electives	4
	Liberal Arts Electives	4
	Gen Ed Core Math/Science Elective	4
	Gen Ed Core Social Science Elective	4
	Free Electives	4

65	90
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* Depending on elective taken, credit may apply elsewhere.
 ** 24 Liberal Arts credits must be taken at the 300/400 level.

INTERNATIONAL BUSINESS

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

A.S.

B.S.

		Accepted	Required		
		SEM HRS	QRT HRS		
Major Courses					
BUS262	Fundamentals of International Business	3		IBS201	International Business
BUS263	International Trade [Bus Int Elective]*	3		IBS225	International Trade Policies & Practices
			4	IBS230	International Marketing
			4	IBS240	International Management
			4	IBS341	International Banking and Finance
			4	IBS344	Global Supply Chain Mngt and Logistics
			4	IBS405	International Business Simulation
			4	IBS440	International Strategic Management
			2	BUS250	Computer Applications in Business
			8		International Business Electives
Business Courses					
ACC110	Financial Accounting	3		ACC110	Fundamentals of Accounting for Managers
ACC210	Managerial Accounting	3		ACC113	Managerial Accounting
BUS101	Introduction to Business	3		BUS100	Business Organization & Management
				BUS226	Career Management Seminar
BUS233	Business Law I [Free Elec]*	3		BUS231	Business Law I
			4	BUS483	Internship
			4	FIN301	Principles of Finance I
BUS207	Principles of Management [Bus Elec]*	3		MGT220	Principles of Management
			4	MKT220	Principles of Marketing
			4	CIS115	Computer Applications
					Business Electives
Liberal Arts Courses **					
WRT101	English Composition I	3		ENG105	Expository Writing
WRT201	English Composition II	3		ENG106	Writing Through Literature
COM100	Speech Communication	3		ENG115	Public Speaking
BUS105	Business Communication [Free Elec]*	3		ENG265	Business Communication
			4	MAT211	College Algebra
			4	MAT212	Mathematics with Business Applications
			4	MAT215	Statistics I
ECO101	Macroeconomics	3		SOC201	Macroeconomics
ECO201	Microeconomics	3		SOC202	Microeconomics
			4	SOC225	Psychology
	Humanities Electives	9			Humanities Electives
	Math/Science Electives	11			Math/Science Electives
			12		Social Science Electives
			12		Liberal Arts Electives
	Humanities Electives	3			Gen Ed Core Humanities Elective
	Natural Science Elective	4			Gen Ed Core Math/Science Elective
					Gen Ed Core Social Science Elective
		66	90		

* Depending on elective taken, credit may apply elsewhere.

** 24 Liberal Arts credits must be taken at the 300/400 level.

MANAGEMENT

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

A.S.

B.S.

		Accepted	Required		
		SEM HRS	QRT HRS		
<i>Major Courses</i>					
BUS207	Principles of Management	3		MGT220	Principles of Management
BUS104	Customer Service [Free Elec]*	3		MGT225	Customer Service Management
			4	MGT231	Organizational Behavior
			4	MGT249	Human Resources Management
			4	MGT332	Operations Management
			4	MGT346	Developing Managerial Competence
			4	MGT425	Management Simulation
			2	BUS250	Computer Applications in Business
			4	BUS451	Business Strategy and Policy
			8		Management Electives
<i>Business Courses</i>					
ACC110	Financial Accounting	3		ACC110	Fundamentals of Accounting for Managers
ACC210	Managerial Accounting	3		ACC113	Managerial Accounting
BUS101	Introduction to Business	3		BUS100	Business Organization & Management
				BUS226	Career Management Seminar
BUS233	Business Law I [Bus Elec]*	3		BUS231	Business Law I
			4	BUS483	Internship
			4	FIN301	Principles of Finance I
BUS262	International Business [Bus Elec]*	3		IBS201	International Business
			4	MKT220	Principles of Marketing
			4	CIS115	Computer Applications
<i>Liberal Arts Courses **</i>					
WRT101	English Composition I	3		ENG105	Expository Writing
WRT201	English Composition II	3		ENG106	Writing Through Literature
COM100	Speech Communication	3		ENG115	Public Speaking
BUS105	Business Communication [Free Elec]*	3		ENG265	Business Communication
			4	MAT211	College Algebra
			4	MAT212	Mathematics with Business Applications
			4	MAT215	Statistics
ECO101	Macroeconomics	3		SOC201	Macroeconomics
ECO201	Microeconomics	3		SOC202	Microeconomics
			4	SOC225	Psychology
	Humanities Electives	9			Humanities Electives
	Science Electives	8	4		Math/Science Electives
			12		Social Science Electives
	Humanities Electives	3	8		Liberal Arts Electives
	Humanities Electives	3			Gen Ed Core Humanities Elective
MAT	Mathematics Elective	3			Gen Ed Core Math/Science Elective
					Gen Ed Core Social Science Elective
		65	90		

* Depending on elective taken, credit may apply elsewhere.

** 24 Liberal Arts credits must be taken at the 300/400 level.

MARKETING COMMUNICATIONS

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

A.S.

B.S.

Accepted	Required
SEM HRS	QRT HRS

Major Courses

BUS201	Marketing Principles	3			MKT220 Principles of Marketing
					MKT222 Foundations of Market Research
					MKT223 Digital and Social Media Strategy
					MKT241 Consumer Behavior
					MKT242 Brand Management
BUS250	Advertising [Mkt Elec]*	3			MKT247 Advertising Management
					MKT351 Public Relations
					MKT446 Media Strategy and Metrics
					MKT455 The IMC Campaign
	Marketing [Free Elec]*	4			Marketing Electives

Business Courses

BUS101	Introduction to Business	3			BUS100 Business Organization & Management
					BUS245 Business Ethics
					BUS226 Career Management Seminar
					BUS281 Project Management
					BUS483 Internship
					CIS415 Computer Applications
					CIS212 Multimedia and Business Presentations
BUS207	Principles of Management [Free Elec]*	3			MGT220 Principles of Management
					MGT420 Managing for Change

Liberal Arts Courses **

WRT101	English Composition I	3			ENG105 Expository Writing
WRT201	English Composition II	3			ENG106 Writing Through Literature
COM100	Speech Communication	3			ENG115 Public Speaking
BUS105	Business Communication [Bus Elec]*	3			ENG265 Business Communication
					ENG311 Persuasive Communication
					MAT212 Mathematics with Business Applications
					MAT215 Statistics I
					MAT216 Statistics II
ECO101	Macroeconomics	3			SOC202 Microeconomics
PSY101	General Psychology	3			SOC225 Psychology
					SOC310 Intercultural Communication
	Humanities Electives	9			Humanities Electives
	Science Electives	8			Math/Science Electives
					Social Science Electives
	Humanities Electives	6			Liberal Arts Electives
MAT	Mathematics Elective	3			GEC111 The Art of Argument
					Gen Ed Core Math/Science Elective
					Gen Ed Core Social Science Elective
					Free Electives
ACC110	Financial Accounting	3			
ACC210	Managerial Accounting	3			
		66			90

* Depending on elective taken, credit may apply elsewhere.

** 24 Liberal Arts credits must be taken at the 300/400 level.

HONORS PROGRAM *

BERGEN COMMUNITY COLLEGE

BERKELEY COLLEGE

		Accepted	Required		
		SEM HRS	QRT HRS		
WRT101-H	English Composition II	3		ENG105 (HON)	Expository Writing
WRT201-H	English Composition II	3		ENG106 (HON)	Writing Through Literature
	Honors Seminar	3		HON100	Pre-Honors
	Honors Seminar	3		HON200	Seminar
			4	HON300	Seminar
			4	HON400	Seminar
			4	HON410	Directed Research
		12	12		

* Please refer to Berkeley College Honors Program guidelines for complete and specific prerequisites and rules.

SCHOLARSHIP OPPORTUNITIES FOR GRADUATES OF BERGEN COMMUNITY COLLEGE

THE BERKELEY COLLEGE T.O.P. SCHOLARS PROGRAM (TRANSFER OPPORTUNITY PROGRAM)

The Transfer Opportunity Program (T.O.P. Scholars) from Berkeley College offers scholarships to students who have earned an Associate's degree from another college. Scholarship amounts are based on a student's grade point average (G.P.A.) and range from 25% to 50% of the tuition at Berkeley College.



Who is eligible?

To be eligible as a T.O.P. Scholar, a student must:

- Have an Associate's degree from another college
- Be enrolled as a full-time student at Berkeley College
- Remain continuously enrolled for his/her first academic year (three quarters). After that, the student may take one quarter off without losing the scholarship

Transfer Opportunity Program

1. A scholarship, covering 25% of the tuition remaining after all federal/state grants and other scholarships have been applied, is granted when a student with an Associate's degree from another college is accepted and enrolls as a full-time student.
2. A student's transfer scholarship could increase above 25% if the student's G.P.A. is 2.5 or above.

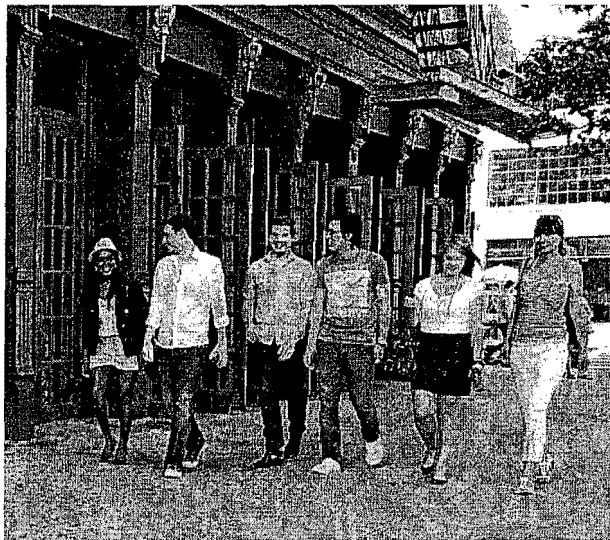
Degree Requirement	Scholarship Percentage	Total Scholarship
Must have Associate's degree	25% of tuition	25%
G.P.A. Requirement for Additional Scholarship Eligibility		
2.5-2.74	Up to an additional 10%	Up to 35%
2.75-2.99	Up to an additional 15%	Up to 40%
3.0-4.0	Up to an additional 25%	Up to 50%

3. The same criteria will be used when the student is packaged for his/her second award period. The award will be determined based on the student's current G.P.A. and can increase or decrease.
4. The Transfer Scholarship will be reduced if the total amount of the scholarship exceeds the remaining balance of tuition and fees after all other grants/scholarships have been applied.
5. The scholarship will be reduced if student loan borrowing exceeds the total cost of tuition, fees, books, and Berkeley College room and board if applicable.

(See back for more information)

How does the process work?

1. Student applies to Berkeley College through the Admissions office.
2. Upon acceptance the student will need to complete the Free Application for Federal Student Aid (FAFSA) and the additional questions required to receive the NJ Tuition Assistance Grant (TAG) or NY Tuition Assistance Program (TAP).
3. Financial Aid will assess the student's eligibility and generate an award notification with the Transfer Scholarship.
4. Admissions will schedule a registration appointment with Advisement.
5. Advisement will evaluate the student's transcript and provide a course schedule.



About Berkeley College

Established in 1931, Berkeley College is an accredited college providing excellence in teaching and learning through a time-tested approach to career education that can help students reach their goals. Berkeley has expanded through the years to currently serve more than 7,700 students (Fall 2012 enrollment) in New York, New Jersey, and Online.

Programs of study:

Finish your Bachelor's degree in one of these career-focused programs:

- Accounting
- Business Administration
- Fashion Marketing and Management
- Fashion Marketing and Management with Minor in International Business
- Financial Services
- General Business
- Graphic Design*
- Health Services Management
- Information Technology Management
- Interior Design
- Interior Design Management
- International Business
- Justice Studies - Criminal Justice
- Legal Studies
- Management
- Management - Entrepreneurship
- Management - Environmental Management
- Management - Human Resources Management
- Management - Nonprofit Management
- Marketing Communications

Not all programs offered at all locations.

* Program availability is subject to regulatory approval.

For more information on T.O.P. Scholars,
please visit BerkeleyCollege.edu/Transfer_Scholarship
or contact 800-446-5400, ext. FMT

 **Berkeley College**
Changing lives for over 80 years™

Locations in New York, New Jersey, and Berkeley College Online

Berkeley College reserves the right to add, discontinue, or modify its programs and policies at any time. Modifications subsequent to the original publication of this information may not be reflected here. For the most up-to-date information, please visit BerkeleyCollege.edu. For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/disclosures.

P2425 - 12.2012