

Students with a Marketing and Graphic Communications – Print associate degree from Northeast Wisconsin Technical College are admitted with junior standing into MSOE's Bachelor of Science in Management (BSM) program.

Admission Requirements

While technical college graduates receive credit for their associate degree, MSOE has requirements for admission into the 2+2 program. These include:

- successfully completing all courses in the respective associate degree program with a grade of C or better in each course;
- successfully completing all other specified or core courses, with a grade of C or better in each course;
- and meeting the MSOE admission requirements for transfer students into the Bachelor of Science in Management 2+2 program with a cumulative GPA of 2.75 or greater for full acceptance, or with a GPA of 2.50 up to 2.75 for acceptance on probationary status.

In addition, MSOE requires that students complete at least 50 percent of the credits in a degree program at MSOE. The maximum percentage of a program's credits that a student can transfer is 50 percent. Because the BSM 2+2 program is a degree completion program, students awarded junior status upon admission are considered to have the maximum number of transferable credits.

Degree Completion

A minimum of 101 quarter credits must be completed at MSOE. In determining equivalent credits, one semester credit is the equivalent of 1.5 quarter credits. The minimum requirement is equivalent to approximately 67 semester credits.

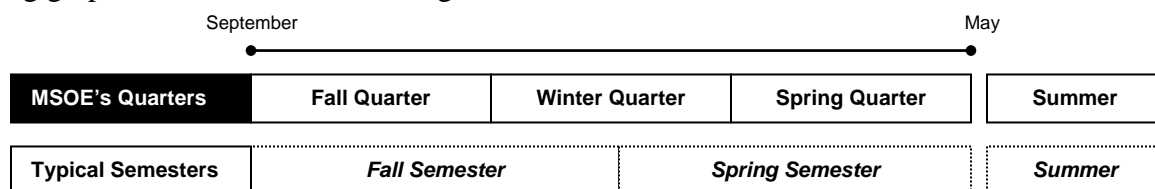
To meet MSOE's general education requirements, Rader School of Business curriculum requirements, and the requirements of accrediting bodies, students entering the 2+2 program should have completed the following coursework:

MSOE Core Courses	NWTC Recommended Courses
Written Communication	10-801-195*
Technical Report Writing	10-801-197*
Speech	10-801-198*
Macroeconomics	10-809-195*
Microeconomics	Equivalent course not available at NWTC
Microcomputer Business Applications	10-103-109*
Business Law	10-102-150*
Humanistic Studies	10-809-197*, 10-809-199*, or equivalents*
College Mathematics (excluding business statistics)	10-804-120* or 10-804-131*
Natural Science (two courses including one lab course)	Evaluated on a course-by-course basis. Examples include: 10-806-116 Physics and 10-806-165 Chemistry-Introduction

* Any substitute courses must be approved by MSOE

Academic Quarters

The primary academic year at MSOE is divided into three 11-week quarters, September through May. Courses are also offered during the summer (4th quarter). MSOE's 11-week academic quarters provide students an advantage because they have the opportunity to take more courses per year than is possible in a typical 16-week semester. The following graphic illustrates this advantage:



Classes are held daytime, evening, and some are available on Saturdays, or by Internet Hybrid delivery. It is possible for a student to complete the entire program by attending part-time during the evening. Classes are available at the downtown Milwaukee campus and at outreach locations in the Fox Valley area, Racine/Kenosha area, and Brookfield/Waukesha.

Following is the suggested curriculum a student would follow at MSOE:

MSOE Bachelor of Science in Management

Suggested Curriculum Track for NWTC Marketing and Graphic Communications-Print Degree

MSOE Core Courses		Credits
MS-184	Computer Applications	3
MS-221	Microeconomics	3
MS-331	Business Law	3
	Natural Science (includes one lab course)	<u>8</u>
		17
Business Management, Organizational Behavior & Marketing		
MS-340	Operations Management	3
MS-342	Management Principles	3
MS-344	Organizational Behavior & Leadership Development	3
MS-361	Marketing	3
MS-444	Business and Government Relations	3
MS-446	General Management Policies	3
MS-448	Employment Law	3
MS-4801	Project Management	<u>3</u>
		24
Quantitative Reasoning and Analysis		
MA-340	Business Statistics	4
MS-393	Quantitative Techniques	<u>3</u>
		7
Accounting and Finance		
MS-354	Principles of Accounting	3
MS-356	Business Finance	3
MS-358	Managerial Accounting	3
MS-4599	Managerial Finance	<u>3</u>
		12
General Education & Communications		
HU-100	Contemporary Issues in Humanities	3
HU-432	Ethics for Professional Managers	3
HU/SS	Elective	3
HU/SS	Elective	3
HU/SS	Elective	3
EN-432	Business Communication	3
SS-461	Organizational Psychology	3
TC-342	Professional Presentation Techniques	3
OR-301	Transfer Student Orientation	0
OR-402	Professional Guidance	<u>1</u>
		25
Technology		
MS-280	Introduction to MIS	3
MS-382	Introduction to JAVA	3
MS-483	Database Management	<u>3</u>
		9
Internship		
MS-498	Management Internship Experience*	3
Concentration		
MS-363	eBusiness Marketing Strategies	3
MS-365	Business-to-Business Marketing	3
MS-462	Technical Selling	3
MS-467	Marketing Research	3
MS-469	Advanced Marketing Strategies	3
	Elective (one 300- or 400-level course)	<u>3</u>
		18
TOTAL CREDITS		115**

* Not required for students who can show evidence of internship experience. MS elective will be substituted with consent of advisor.

** A minimum of 101 credits are required for the BSM degree. Credits shown are based on quarter system. Equivalent semester credit hours are approximately 77.