



For students graduating from Ocean County College with the A.S. in Business Administration and transferring to Kean University  
**Kean University Courses are in Blue (61 S. H.)** **Ocean County College Courses are in Green (63 S. H.)**

**EFFECTIVE: Fall 2016**      **KEAN GPA REQUIREMENTS: Declaration requirement 2.5 and a C in all courses with an (\*); Graduation Requirement: 2.3**

| GENERAL EDUCATION REQUIREMENTS: 35 S.H.                                     |                                                                                                                                                                                                                                                        |   | ACADEMIC MAJOR <sup>1</sup> 58 S.H.                                                                                             |                                 |   |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------|---|
| <b>Foundation Requirements: 13 S.H.</b>                                     |                                                                                                                                                                                                                                                        |   | <b>Required: Business Core 34 S.H.</b>                                                                                          |                                 |   |
| GE 3000 Transfer Transitions                                                |                                                                                                                                                                                                                                                        | 1 | ACCT 2200 Prin of Accounting I*                                                                                                 | ACCT 161 Prin of Acct I*        | 3 |
| ENG 1030 English Comp1*                                                     | ENGL 151 English I1*                                                                                                                                                                                                                                   | 3 | ACCT 2210 Prin of Accounting II                                                                                                 | ACCT 162 Prin of Acct II        | 3 |
| MATH 1054 Pre-Calculus1*                                                    | MATH 191 Pre-Calculus I1*                                                                                                                                                                                                                              | 3 | BLAW 2051 Business Law I                                                                                                        | BUSN 251 Business Law I         | 3 |
| COMM 1402 Speech Comm1*                                                     | COMM 154 Public Speaking1*                                                                                                                                                                                                                             | 3 | MGS 2030 Prin of Management                                                                                                     | BUSN 271 Prin of Management     | 3 |
| GE 2021 Research/Tech1*                                                     | ENGL 152 English II1*                                                                                                                                                                                                                                  | 3 | MKT 2500 Prin of Marketing                                                                                                      | BUSN 134 Prin of Marketing      | 3 |
|                                                                             |                                                                                                                                                                                                                                                        |   | MGS 2150 Business Statistics and Applications*                                                                                  |                                 | 4 |
| <b>DISCIPLINARY &amp; INTERDISCIPLINARY DISTRIBUTION COURSES</b>            |                                                                                                                                                                                                                                                        |   | MGS 3110 Managerial Decision Modeling                                                                                           |                                 | 3 |
| <b>Humanities: 6 S.H.</b>                                                   |                                                                                                                                                                                                                                                        |   | MGS 3520 Business Ethics and Corporate Responsibility                                                                           |                                 | 3 |
| ENG 2403 World Literature                                                   | General Education Literature (GHUM)                                                                                                                                                                                                                    | 3 | MGS 3040 Management Information Systems                                                                                         |                                 | 3 |
| <i>Select <b>One</b> course from below</i>                                  |                                                                                                                                                                                                                                                        |   | MGS 4010 Operations Management                                                                                                  |                                 | 3 |
| Fine Arts/Art History                                                       | Select one course from OCC list of GHUM courses, excluding English and History. Note: Credit for a foreign language is granted upon completion of 6 credits of the same language, with 3 credits applied here and 3 credits applied to free electives. | 3 | FIN 3310 Corporate Finance I                                                                                                    |                                 | 3 |
| Philosophy or Religion                                                      |                                                                                                                                                                                                                                                        |   | <b>Required: Marketing Core: 12 S.H.</b>                                                                                        |                                 |   |
| Foreign Languages                                                           |                                                                                                                                                                                                                                                        |   | MKT 3510 Consumer Behavior                                                                                                      |                                 | 3 |
| Music or Theatre                                                            |                                                                                                                                                                                                                                                        |   | MKT 3550 Marketing Research                                                                                                     |                                 | 3 |
| Interdisciplinary                                                           |                                                                                                                                                                                                                                                        |   | MKT 4220 International Marketing                                                                                                |                                 | 3 |
| <b>Social Sciences: 6 S.H.</b>                                              |                                                                                                                                                                                                                                                        |   | MGS 4500 Seminar in Marketing Strategy                                                                                          |                                 | 3 |
| HIST 1000 or HIST 1062                                                      | General Education History (GHIS)                                                                                                                                                                                                                       | 3 |                                                                                                                                 |                                 |   |
| Psychology                                                                  | Select one course from the Ocean County College GSOC list of approved courses.                                                                                                                                                                         | 3 | <b>Marketing Electives: 12 S.H</b>                                                                                              |                                 |   |
| Geography                                                                   |                                                                                                                                                                                                                                                        |   | <i>Select 4 Marketing (MKT) at the 3000-4000 level. MKT 4801-4806 co-op/internship cannot be applied to Marketing Electives</i> |                                 |   |
| Political Science                                                           |                                                                                                                                                                                                                                                        |   | 3000-4000 level MKT                                                                                                             |                                 | 3 |
| Sociology or Anthropology                                                   |                                                                                                                                                                                                                                                        |   | 3000-4000 level MKT                                                                                                             |                                 | 3 |
| Interdisciplinary                                                           |                                                                                                                                                                                                                                                        |   | 3000-4000 level MKT                                                                                                             |                                 | 3 |
| <b>Science and Mathematics: 7 S.H.</b>                                      |                                                                                                                                                                                                                                                        |   | 3000-4000 level MKT                                                                                                             |                                 | 3 |
| CPS 1032 Microcomputer App1*                                                | CSIT 123 Integ. Office Software 1*                                                                                                                                                                                                                     | 3 |                                                                                                                                 |                                 |   |
| <i>Select <b>ONE</b> 4 Credit lab course</i>                                |                                                                                                                                                                                                                                                        |   | <b>FREE ELECTIVES: 19 S.H. (May use MKT 4801-4806 with approval of the co-op/internship coordinator.)</b>                       |                                 |   |
| <i>Select a 4 Credit lab from: Biology, Physics, Chemistry or Astronomy</i> | Select one 4 credit science class with lab from the Ocean County College GSCL list                                                                                                                                                                     | 4 | FEX 1000 Generic lower elective                                                                                                 | BUSN 252 Business Law II        | 3 |
|                                                                             |                                                                                                                                                                                                                                                        |   | FEX 1000 Generic lower elective                                                                                                 | Any unused transferrable credit | 3 |
|                                                                             |                                                                                                                                                                                                                                                        |   | FEX 1000 Generic lower elective                                                                                                 | MATH 165 or MATH 161            | 4 |
|                                                                             |                                                                                                                                                                                                                                                        |   | FEX 3000 Generic upper elective                                                                                                 | College Algebra                 | 1 |
| MGS 4999 Integrative Business Strategy <sup>1</sup>                         |                                                                                                                                                                                                                                                        | 3 | Any Kean upper level elective                                                                                                   |                                 | 3 |
|                                                                             |                                                                                                                                                                                                                                                        |   | Any Kean upper level elective                                                                                                   |                                 | 3 |
| <b>Additional Required Courses: 12 S.H.</b>                                 |                                                                                                                                                                                                                                                        |   | Any Kean upper level elective                                                                                                   |                                 | 2 |
| ECO 1020 Prin of Macroecon1*                                                | ECON 151 Prin of Macroeconomics1*                                                                                                                                                                                                                      | 3 |                                                                                                                                 |                                 |   |
| ECO 1021 Prin of Microecon1*                                                | ECON 152 Prin of Microeconomics1*                                                                                                                                                                                                                      | 3 | <sup>1</sup> Requires a minimum grade of C.                                                                                     |                                 |   |
| ENG 3090 Business & Professional Writing                                    |                                                                                                                                                                                                                                                        | 3 |                                                                                                                                 |                                 |   |
| COMM 3590 Business and Professional Communication                           |                                                                                                                                                                                                                                                        | 3 | <b>TOTAL CREDITS</b>                                                                                                            |                                 |   |
|                                                                             |                                                                                                                                                                                                                                                        |   | <b>124 S.H.</b>                                                                                                                 |                                 |   |