

ARTICULATION AGREEMENT

KALAMAZOO VALLEY COMMUNITY COLLEGE

AND

UNIVERSITY CENTER PARTNER: DAVENPORT UNIVERSITY

STATEMENT OF COOPERATION

Kalamazoo Valley Community College (KVCC) and Davenport University (DU) wish to cooperatively facilitate the transfer of KVCC students to DU. KVCC and DU are accredited by the Higher Learning Commission, a subcommittee of the North Central Association of Colleges and Schools. This Agreement is effective May 1, 2016.

Kalamazoo Valley Community College and Davenport University hereby agree as follows:

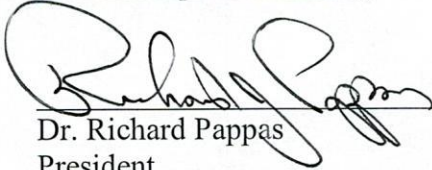
1. **Maintaining Integrity of Programs.** Kalamazoo Valley Community College and Davenport University will maintain the integrity of their separate programs.
2. **Acceptance of Designated KVCC Program Area of Study.** Davenport University agrees to accept designated KVCC Program Area of Study to account for all 1st and 2nd year course requirements toward completion of the Bachelor's Degree. Any deviation from this intent must be clearly documented and approved by the KVCC University Center Administration. The approved requirements for this articulated program are consistent with the University Center Memorandum of Understanding and are specified in the Appendices.
3. **Advising of KVCC Students** – Advising of KVCC students regarding admission and program requirements of Davenport University will be the joint responsibility of the regular advising staff at KVCC along with the advising staff designated by Davenport University. Each institution will monitor the academic performance of students enrolling under this agreement, and toward the goal of identifying problems or issues that may interfere with the successful transfer of KVCC students to Davenport University.
4. **Communication** – Kalamazoo Valley Community College and Davenport University agree to cooperate in communicating with each other and with their common and respective publics concerning the established relationship between the two institutions.
 - Any marketing of the articulation in print will be subject to the prior approval of both parties and must comply with Higher Learning Commission requirements. Each institution will assume responsibility for appropriate marketing to reach their respective student and faculty populations.
 - Faculty and staff at both institutions will communicate information about this agreement to students and prospective students.
 - KVCC may provide at its website a link to the Davenport University website.
5. **Length of Agreement** – This agreement will become effective upon the execution of signatures by the responsible authority for each institution, and shall remain in effect until such time as either party wishes to terminate. The agreement shall be honored for two

academic years immediately following the notification to terminate so students currently under the agreement may finish their plan of study.

6. **Review and Modification of the Agreement** – Each institution will notify the other of any contemplated curricular changes that would affect the future of this agreement.
7. **Exchange of Information** – Davenport University and Kalamazoo Valley Community College agree to exchange transfer student information for the purpose of monitoring and enhancing student academic success. The information may also be used to enhance curricular offerings. At no time will Family Education Rights and Privacy Act (FERPA) regulations or requirements be violated.

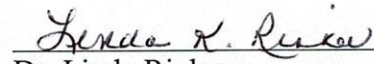
SIGNATURE OF RESPONSIBLE AUTHORITIES AT THE COOPERATING INSTITUTIONS

For: Davenport University



Dr. Richard Pappas
President
Davenport University

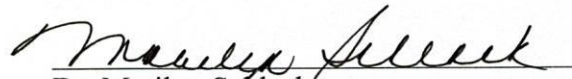
Date: _____



Dr. Linda Rinker
EVP for Academic Affairs and Provost
Davenport University

Date: 4.17.18

For Kalamazoo Valley Community College



Dr. Marilyn Schlack
President
Kalamazoo Valley Community College

Date: _____



Dr. Dennis A. Bertch
Vice President for Academic Services
Kalamazoo Valley Community College

Date: 3.28.2018

Appendix A

Kalamazoo Valley Community College Associate of Applied Science – General Marketing
(designed for transfer to)

Davenport University's Bachelor of Business Administration – Marketing

KVCC Courses Included in Associate's Program Area of Study			Davenport University 1st & 2nd Year Courses Replaced in Bachelor Degree Program Areas of Study		
Course	Class	Credits	Course	Class	Credits
BUS 101	Business Principles/Practice	3	Open Elective		3
BUS 102	Math for Business & Industry	4	Open Elective		4
BUS 103	Business Computer Applications	3	Open Elective		3
BUS 105	Principles of Marketing	3	MKTG211	Marketing Foundations	3
BUS 160	Business Writing Skills	3	Humanities Elective		3
BUS 201	Business Law I	3	LEGL210	Business Law Foundations	3
BUS 206	Promotional Strategies	3	MKTG213	Advertising Foundations	3
BUS 207	Organizational Behavior	3	MGMT321	Organizational Behavior	3
BUS 208	Professional Sales	3	MKTG212	Professional Selling	3
BUS 240	Internet Marketing Concepts	3	MKTG322	Internet Marketing	3
BUS 241	eBusiness Strategies	3	CISP211	E-Business Foundations	3
BUS 278	Business Internship	3	Open Elective		3
ECO 202	Microeconomics	3	ECON200	Microeconomics	3
ENG 110	College Writing I	3	ENGL109	Composition	3
	Political Science	3	Social Science Elective		3
	Wellness/Physical Education	2	Open Elective		2
Program Elective Courses: (14 Credits)					
BUS 115	Small Business Management	3	Open Elective		3
BUS 203	Human Resource Management	3	SUB: ACES 100	Achieving Career and Education Success or (if exempt) Open Elective	3
BUS 210	Quality Management	3	Open Elective		3
BUS 212	Personal Finance	3	Open Elective		3
BUS 263	Supervision	3	MGMT211	Management Foundations	3
CIS 115	PC Hardware & Software Support	3	NETW201	PC Maintenance and Management	3
CIS 170	Web Page Coding w/Dreamweaver	3	BITS303	Web Authoring Applications	3
MATH 216	Business Statistics	3	STAT220	Introduction to Statistics	3
Minimum Total Credits		62			