








Indianapolis: ITT - BS Business Administration - Marketing Option (2016-17 Catalog)		ITT Quarter credits		Capella University - Course Mapping (2016 July Catalog)	
BU111	Accounting I	4	➡	BUS2500	Business Transfer Elective
BU111 + BU112	Accounting I/Accounting II	8	➡	BUS3061	Fundamentals of Accounting
BU112	Accounting II	4	➡	BUS2500	Business Transfer Elective
BU121	Introduction to Business in a Global Society	4	➡	BUS1500	Business Transfer Elective
BU131	Business and Information Systems	4	➡	GEN1500	General Transfer Elective
BU151	Principles of Supervision	4	➡	BUS2500	Business Transfer Elective
BU213	Financial Accounting: Reporting and Analysis	4	➡	BUS2500	Business Transfer Elective
BU222	Business Law and Regulation	4	➡	BUS2500	Business Transfer Elective
BU241	Principles of Marketing	4	➡	BUS2500	Business Transfer Elective
BU242	Consumer Behavior	4	➡	BUS2500	Business Transfer Elective
BU271	Principles of Professional Communication	4	➡	COM1500	Communication Transfer Elective
BU272	Professional Presentation	4	➡	BUS1500	Business Transfer Elective
BU343	Marketing Research	4	➡	BUS3500	Business Specialization Elective
BU344	Marketing and the Internet	4	➡	BUS3500	Business Specialization Elective
BU346	Principles of Retailing	4	➡	BUS3500	Business Specialization Elective
BU347	Sales Management	4	➡	BUS3500	Business Specialization Elective
BU348	Promotion and Advertising	4	➡	BUS3500	Business Specialization Elective
BU349	Services Marketing	4	➡	BUS3500	Business Specialization Elective
BU352	Principles of Management	4	➡	BUS3011	Fundamentals of Management
BU362	Financial Capital and Markets	4	➡	BUS3500	Business Specialization Elective
BU444	International Marketing	4	➡	BUS3500	Business Specialization Elective
BU445	Integrated Marketing Communication	4	➡	BUS3500	Business Specialization Elective
BU454	Small Business and Franchise Management	4	➡	BUS3500	Business Specialization Elective
BU455	Business Policy and Strategy	4	➡	BUS3500	Business Specialization Elective
BU459	Strategic Management Project	4	➡	BUS3500	Business Specialization Elective
BU473	Management of Corporate and Virtual Teams	4	➡	BUS3500	Business Specialization Elective
EC311	Introduction to Project Management	4	➡	IT3125	Introduction to Information Technology Project Management

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GE273	Microeconomics	4		SOC1500	Social Sciences Transfer Elective
GE274	Macroeconomics	4		SOC1500	Social Sciences Transfer Elective
PM332	Project Management Techniques	4		IT3500	Technology Specialization Elective
TB139A	Strategies for Learning in a Technical Environment	4		IT1500	Technology Transfer Elective
TB141	Introduction to Productivity Software	4		IT1500	Technology Transfer Elective
TB150	Computing and Productivity Software	4		IT1500	Technology Transfer Elective
TB332	Professional Procedures and Portfolio Development	4		GEN3500	General Transfer Elective



## Estimated Program Alignment

ITT Technical Institute BS Business Administration - Marketing Option (Indianapolis 2016-17 Catalog) to  
Capella University BS Business, Business Administration (July 2016 Catalog)

ITT Technical Institute course	Applied transfer amount	Capella University course or requirement match	Quarter credits required
<b>General Education Courses</b>			
BU271 Principles of Professional Communication	4	Communications	6
		Humanities	6
		Math/Natural Science	6
GE273 Microeconomics	6	Social Science	6
GE274 Macroeconomics			
Up to 19 quarter credits Unspecified General Education	^21	Additional General Education	21
<b>Total General Education</b>	<b>10</b>		<b>45</b>

^ Application of "Unspecified General Education" coursework will be determined upon individual transcript review. Credit totals may vary.

\* Learners who had completed the ITT Technical Institute's General Education requirement will be considered to have met Capella's General Education requirement. Actual credits awarded for General Education completion will be subject to review based on transfer credit criteria.

<b>Core Courses</b>			
		BUS3003 Developing a Business Perspective	6
BU352 Principles of Management	3	BUS3011 Fundamentals of Management	3
		BUS3012 Fundamentals of Leadership	3
		BUS3021 Fundamentals of Business Law	3
		BUS3022 Supply Chain Management	3
		BUS3030 Fundamentals of Marketing and Sales	6
		BUS3040 Fundamentals of Human Resource Management	6
		BUS3050 Fundamentals of Organizational Communication	6
BU111 & BU112 Accounting I/Accounting II	3	BUS3061 Fundamentals of Accounting	3
		BUS3062 Fundamentals of Finance	3
<b>Total Core Courses</b>	<b>6<sup>#</sup></b>		<b>42</b>

# Remaining credits may be applied to elective requirements

Specialization Courses - BUS4801, plus 30 quarter credits of upper-division Business coursework			
		BUS4801 Ethics and Enterprise	6
BU343 Marketing Research			
BU344 Marketing and the Internet			
BU346 Principles of Retailing	30	BUS3500 Business Specialization Electives	30
BU347 Sales Management			
BU348 Promotion and Advertising			
BU349 Services Marketing			
<b>Total Specialization Courses</b>	<b>30</b>		<b>36</b>
Electives			
BU121 Introduction to Business in a Global Society			
BU131 Business and Information Systems			
BU151 Principles of Supervision			
BU213 Financial Accounting: Reporting and Analysis			
BU222 Business Law and Regulation			
BU241 Principles of Marketing			
BU242 Consumer Behavior			
BU272 Professional Presentation			
BU362 Financial Capital and Markets			
BU444 International Marketing			
BU445 Integrated Marketing Communication	51	<b>Electives</b>	<b>51</b>
BU454 Small Business and Franchise Management			
BU455 Business Policy and Strategy			
BU459 Strategic Management Project			
BU473 Management of Corporate and Virtual Teams			
EC311 Introduction to Project Management			
PM332 Project Management Techniques			
TB139A Strategies for Learning in a Technical Environment			
TB141 Introduction to Productivity Software			
TB150 Computing and Productivity Software			
TB332 Professional Procedures and Portfolio Development			

Up to 18 credits of vocational coursework may apply toward the elective credit requirement.

Capstone Course			
			6
<b>Estimated total credits for ITT Technical Institute BS Business Administration - Marketing Option to Capella University BS Business, Business Administration</b>	<b>97**</b>	<b>Total credits for Capella BS Business, Business Administration</b>	<b>180</b>

\*\*All ITT learner transfer credit evaluations subject to individual transcript review for official transfer credit acceptance. Credit total may be fewer or more than outlined. Capella University Transfer policy can be found [http://www.capella.edu/content/dam/capella/PDF/Transfer\\_Credit\\_Assessment.pdf](http://www.capella.edu/content/dam/capella/PDF/Transfer_Credit_Assessment.pdf)

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ACCREDITATION: Capella University is accredited by the Higher Learning Commission. Higher Learning Commission contact information: <https://www.hlcommission.org>, 800.621.7440.