



ARTICULATION AGREEMENT

Between

Yorkville University (YU), a private university designated under the New Brunswick Degree Granting Act to offer university degrees

And

Westervelt College (WC), a Private Career College authorized by the Province of Ontario to offer certificate and diploma programs across a variety of specializations and disciplines

HEREINAFTER referred to as the Parties.

WHEREAS both Parties, as part of a larger Collaboration Agreement, agree that an academic partnership that creates seamless pathways from diploma to degree completion is beneficial to their past, current and future students;

WHEREAS both Parties are committed to providing high quality academic programs that serve to advance the academic and professional goals of their students; and

WHEREAS both Parties offer post-secondary education programs that meet with all respective jurisdictional legislation where required and applicable;

THEREFORE the Parties agree to establish a formal articulated pathway for graduates of Westervelt College's Business Marketing diploma program to complete their Bachelor of Business Administration (BBA) at Yorkville University. WC diploma holders will be admitted to and given credits toward the Yorkville BBA program in accordance with the details outlined below.

1. Project Background

The BBA program at Yorkville University was designated by Order-in-Council under the New Brunswick Degree Granting Act in May 2012 and offered its first classes in October 2012. The program was approved as a degree completion opportunity for individuals who wish to build upon their prior academic credentials and earn an undergraduate degree.

Westervelt College is authorized under the *Ontario Private Career Colleges Act (2005)*, to offer programs which fit the criteria for transfer to the YU BBA program.

2. Project Summary

This Agreement formalizes the articulation of the WC Business Marketing diploma to the BBA program at YU. Students completing the Business Marketing program at WC who achieve the required academic standing will be able to easily transition into the BBA program at YU and will receive credit toward their BBA for work completed at WC. This continuance of study will allow them to work in their chosen field



while continuing their studies and completing their undergraduate degree in a reasonable period of time.

3. Under this Articulation Agreement, Yorkville University agrees to:

- 3.1. Admit graduates from WC's Business Marketing diploma program, who meet all eligibility criteria listed in this agreement and award those students 36 block transfer credits toward completion of the BBA. Details are provided in Section 5 of this agreement.

To be eligible for admission and the award of block transfer credits, the WC graduate must have graduated with a minimum grade of 70% in each of their Westervelt courses. Providing students have been working in the field of study relevant to their diploma program, there will be no time limit applied to the ability to transfer their credits into the 36 block.

To be eligible for award of credits for WC courses that are equivalent to courses in the Yorkville BBA, the courses will normally have been completed within 10 years of the date of admission to the BBA.

- 3.2. Review WC curricula changes in a timely manner as required to ensure the integrity of this articulation.

4. Under this Articulation Agreement, Westervelt College agrees to:

- 4.1. Advise YU immediately of any changes to curricula within the Business Marketing diploma program.



5. Business Marketing Program Articulation Details

WC SCHOOL	Business and Administration			
WC Program	Business Marketing Diploma			
Description	The Business Marketing program at Westervelt provides the education and practical knowledge to plan, organize, direct and control the activities of organizations in the commercial, industrial and wholesale sectors. Further, there is a focus on sales, advertising and public relations. Students gain first-hand insights into the world of marketing from teaching professionals who have lived and breathed marketing, advertising, media planning, law, communications and business in the real world. Students also gain exposure to Harvard Case studies for Negotiations, Special Event Planning, and Internet Marketing.			
Program Accreditation	Ontario Private Career Colleges Act (2005)			
External Accreditations	N/A			
Program Contact Hours	1,200			
Length of Program	12 months			
TRANSFER CREDITS				
Type	WC COURSE	YU COURSE	Minimum Grade	BBA Credits
Block Transfer			70%	36
Developmental Math exemption	N/A			0
Course Equivalency				
Total YU BBA Credits Earned				36
Total YU Credits required to earn BBA Degree				84

Approved by the BBA Admissions Committee - February 12, 2014



6. No Agency Relationship

In carrying out the responsibilities and obligations of this Agreement, neither party shall be acting as the agent or principal of the other with regard to dealings with third parties, including students.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day and year of the last date accompanying the signatures.

FOR WC

FOR YU

Linda Kalmikov, Campus Director

John Crossley, Vice-President, Academic

Date

February 20, 2014

Date