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Community
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LOUISIANA COMMUNITY & TECHNICAL COLLEGE SYSTEM

TO: Dr. Monty Sullivan
LCTCS President

THROUGH: Dr. René Cintrón *RC*
Interim Chief Academic Affairs Officer

FROM: Dr. Adrienne Fontenot *AF*
Director of Adult Learning and Educational Programs

SUBJECT: Program Revisions at Baton Rouge Community College

DATE: 10/20/2017

FOR BOARD ACTION:

Recommendation: Staff recommends that the Board approve the program revisions listed below.

Program Revisions

1. Associate of Applied Science (AAS) in Business Technology (CIP 52.0101) title change to Associate of Applied Science (AAS) in Business Administration – 4 STARS

Background: BRCC is requesting to change the title of the AAS to Business Administration. Though the program of study has been modified to meet the needs of the workforce over time, the title of the program has not changed. The program of study will remain the same along with the current CIP code for both the Entrepreneurship Concentration and the Management Concentration.

Fiscal Impact: There are no anticipated expenditures associated with the revisions to the AAS.

History of Prior Actions: There is a history of revising programs to meet student and workforce needs.

Benefits to the System: The modifications will allow BRCC to better meet student and workforce needs in the Greater Baton Rouge area.

APPROVED

slk 11/8/17
LCTCS BOARD OF SUPERVISORS

Monty Sullivan
Approved for Recommendation to the Board
Dr. Monty Sullivan

11-8-17
Date



Baton Rouge Community College
201 Community College Dr.
Baton Rouge, LA 70806
(225)216-8000
www.mybrcc.edu

August 29, 2017

Board of Supervisors
The Louisiana Community and Technical College System
265 South Foster Drive
Baton Rouge, Louisiana 70806

Attention: René Cintrón, Ph.D., LCTCS Interim Chief Academic Affairs Officer, Academic Affairs and Student Success

Dear Dr. Cintrón:

Baton Rouge Community College (BRCC) requests the approval of the Louisiana Community and Technical College System (LCTCS) Board of Supervisors for modification of the title of the existing Business Technology Associate of Applied Science, as described below.

Program Revisions:

Business Technology, Associate of Applied Science (AAS) – 4 STARs. CIP Code 52.0101

- Change the title of the degree to Business Administration AAS (4 Stars). CIP Code 52.0101. The title change would apply to both the Entrepreneurship Concentration and the Management Concentration.

Briefly: the purpose of degree – “to meet the employment needs of the business community in the Greater Baton Rouge area” – has not changed since the Board of Regents granted approval for the program in 1998. However, the needs of the business community in the Greater Baton Rouge area have changed since 1998, and the program of study has been modified to meet those needs (including the creation of two areas of concentration). However, the title of the program has not been changed, and no longer reflects the curriculum of the concentrations. The proposed change is to the title of the program only: the programs of study will remain as they are, and the current CIP code is still consistent with the intent and outcomes of the program.

Upon approval by the Board of Supervisors, please forward the approved actions to Dr. Karen Denby, Associate Commissioner for Academic Affairs for the Board of Regents. Please let me know if you need additional information. Thank you for your consideration of this request.

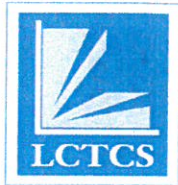
Sincerely,

A handwritten signature in blue ink that reads "Toni Manogin".

Toni Manogin, RN, DHSc
Interim Vice Chancellor for Academic and Student Affairs

Cc: Larissa Littleton-Steib, Ph.D., Chancellor
Margaret McMichael, Ph.D., Director of Curriculum and Articulation

TM:mmc



LOUISIANA'S COMMUNITY & TECHNICAL COLLEGE SYSTEM

New Program and Curriculum Modification Form

Baton Rouge Community College

TYPE OF PROPOSED CHANGE	
<input type="checkbox"/> New Program	<input checked="" type="checkbox"/> Curriculum Modification

AWARD LEVEL(S)	
Award Level(s): <input checked="" type="checkbox"/> Associate of Applied Science (A.A.S.) <input type="checkbox"/> Associate of Science (A.S.) <input type="checkbox"/> Associate of Arts (A.A.) <input type="checkbox"/> Other Associate Degree Name: _____	<input type="checkbox"/> Technical Diploma (T.D.) <input type="checkbox"/> Technical Competency Area (T.C.A.) <input type="checkbox"/> Certificate of Technical Studies (C.T.S.) <input type="checkbox"/> Certificate of Applied Science (C.A.S.) <input type="checkbox"/> Certificate of General Studies (C.G.S.)

NAME OF PROGRAM(S) and AWARD LEVEL(S)			
Name: Business Technology, Entrepreneurship concentration			
CIP: 52.0101	Credit Hours: 60	Contact Hours: N/A	Award Level: A.A.S.
Name: Business Technology, Management concentration			
CIP: 52.0101	Credit Hours: 60	Contact Hours: N/A	Award Level: A.A.S.

DESCRIBE THE PROPOSED CHANGE (For Curriculum Modifications, state previous credit and clock hours, and for Program Termination, state program and all award levels.)
<p>Change the name of the degree for each concentration, from "Business Technology" to "Business Administration", as follows:</p> <ul style="list-style-type: none"> • The current "Business Technology, Associate of Applied Science, Entrepreneurship concentration" would become the "Business Administration, Associate of Applied Science, Entrepreneurship concentration". • The current "Business Technology, Associate of Applied Science, Management concentration" would become the "Business Administration, Associate of Applied Science, Management concentration".

REASON/JUSTIFICATION FOR THE PROPOSED CHANGE (Include support such as four-year university agreements, industry demand, advisory board information, etc.)

The proposed title change better reflects the current nature and curriculum of the degree. The Business Technology AAS was one of the first programs approved for BRCC by the Board of Regents (in January 1998). The initial degree required 29 credit hours of General Education coursework (which included “computer education” and a Freshman Seminar), 22 credit hours of core courses and directly related required courses (in business, keyboarding, word processing, computer databases, and computer spreadsheets), and 12 credit hours of elective courses (in accounting, business, computer science, economics, finance, management, marketing, or electronic office systems). In particular, the electronic office systems courses (keyboarding/typing, business correspondence, and records management) and computer education courses (word processing, database management, spreadsheets, and computer based teaching presentations for business) likely contributed to the inclusion of “technology” in the title of the program. While the purpose of the program has not changed since 1998 – “to meet the employment needs of the business community in the Greater Baton Rouge metro area” – the needs of the business community have changed, and the program has been modified over the years to meet those needs.

- The Entrepreneurship pathway is specifically designed for students who want the necessary business skills to become a successful entrepreneur. This program is not intended for college transfer. It consists of 60 credit hours of course work and provides general education and work skills needed for entrepreneurship. Along with courses specific to entrepreneurship, all students complete required courses in the key business areas of accounting, economics, information systems, finance, management, and marketing. Additional required courses in speech and business communication provide students with the development of “soft” skills necessary for professional success.
- The Management pathway is specifically designed for students who want workforce-ready business management skills. This program is not intended for college transfer. It consists of 60 credit hours of course work and provides general education and work skills needed for entry-level management. Along with courses specific to management, all students complete required courses in the key business areas of accounting, economics, information systems, finance, management, and marketing. Additional required courses in speech and business communication provide students with the development of “soft” skills necessary for professional success.

The degree has far less computer technology in it than in 1998 (one course in information systems, one in microcomputer applications for business); the current degree in general, and the Entrepreneurship concentration specifically, prepares students in core business skills needed to develop, administer, and manage an independent business. Continued inclusion of “Technology” in the title of the degree is misleading and confusing, and does a disservice to students and the business

community. To distinguish the AAS from the Business AS offered at BRCC, "Administration" is better suited to the AAS than "Technology". The advisory board for the Business department's programs supports the removal of "Technology" from the title of the program (meeting minutes are attached).

IMPLEMENTATION DATE (Semester and Year)	Spring 2018
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SITE(S) OF NEW PROGRAM OR CURRICULUM MODIFICATION

<input checked="" type="checkbox"/> Main Campus	<input type="checkbox"/> All Sites	<input type="checkbox"/> Specific Sites (list below)
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LOUISIANA WORKFORCE COMMISSION STAR LEVEL (<http://www.laworks.net/Stars/>)

<input type="checkbox"/> 5 Stars	<input checked="" type="checkbox"/> 4 Stars	<input type="checkbox"/> 3 Stars	<input type="checkbox"/> 2 Stars	<input type="checkbox"/> 1 Star	<input type="checkbox"/> 0 Stars (Transfer)
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PLAN FOR PROVIDING QUALIFIED FACULTY (Check all that apply)

<input checked="" type="checkbox"/> Use Existing Faculty #: <u>9</u>	<input type="checkbox"/> Hire Adjunct Faculty #: _____	<input type="checkbox"/> Hire Full-Time Faculty #: _____
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MINIMUM CREDENTIALS REQUIRED FOR FACULTY

Education:	Experience:	Certification:
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ANTICIPATED ENROLLMENT:

Students	Year One	Year Two	Year Three	Year Four	Year Five
<u>DAY</u>	<u>125</u>	<u>125</u>	<u>125</u>	<u>125</u>	<u>125</u>
<u>EVENING</u>					

Describe Process for Attaining & Estimating Enrollment:

PROGRAM ACCREDITATION:

Is Program Accreditation, Licensure or Certification Required?

Yes

No

If YES, please provide projected accreditation/licensure/certification date:

Type/Name of Program Accreditation, Licensure or Certification Required:	
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DESCRIBE IMPLEMENTATION COSTS (Include Faculty, Facilities, Library Resources, etc.)
None

PROGRAM CURRICULUM Please see the original program of study (1998-1999) and the current and proposed program outlines for the BRCC Catalog. No changes to the program of study are proposed.
(Use the template below or insert separate attachment; all modifications should include the OLD and NEW curriculum with changes appropriately noted so that it is visually clear what has been added, deleted and/or changed)

SIGNATURES:



 College Chief Academic Officer

8/23/17

 Date



 College Chief Executive Officer

8/25/17

 Date

Meeting: Business Advisory Board Meeting
Recorder: Ann Marie Nicholas-Green
Date: 2/9/2017 Time: 8:30am—9:45am
Meeting Place: Louisiana Board Conference Room – Louisiana Bldg. 1st Floor

Lead By: Angela Bruns, Department Chair

AGENDA ITEM	DISCUSSION POINTS	NECESSARY ACTION / ASSIGNMENTS
1. Introductions-Angela Bruns	Everyone introduced themselves.	
2. BRCC Foundation-Phil Smith	<p>Phil Smith Mr. Smith, VC for Institutional Advancement, introduced himself to the board members and explained the role of the BRCC Foundation. He encouraged the board members to solicit support (financial or in kind) from their organizations/companies, other entities they are affiliated with, friends and family. Phil also suggested that the Business Advisory Board members give an annual gift to support the Business Department. He mentioned that the Foundation will be hosting a Welcome Reception for the Chancellor on February 23rd, at the City Club beginning at 6:00pm. Invitations will be sent to the board members.</p>	
3. Departmental Updates	<p>Tim LaPlante Tim shared with the board that the Business department is looking at the possibility of changing the program name of the Associate of Applied Science in Business Technology because there are no technology courses in the program. Changing the name to Associate of Applied Science in Management & Entrepreneurship would better represent the emphasis of the degree. The board supports the change.</p> <p>Angela Bruns Angela talked about a handout she gave to the board members. The handout was relating to “The Value of Considering ACBSP Accreditation When Making Your Business Decisions”.</p> <p>Janet Daniel Janet is working on the ACBSP report that is due shortly. She shared that</p>	

<p>4. Wrap-Up, Action Items, Next Meeting</p>	<p>the required data that is needed to complete the report is better this year.</p> <p><i>Angela Bruins</i> Angela shared enrollment information with the board. Enrollment was down this current Spring 2017 semester when compared to the Fall 2016. On the fourteenth day of the Fall 2016 semester, enrollment was 8200; on the fourteenth day of the Spring 2017 semester, enrollment was 7300. The Business department would like to partner with the board to promote BRCC to help increase enrollment. Some suggestions/ideas some of the board members shared with everyone were:</p> <ol style="list-style-type: none"> 1) Byron mentioned that the community colleges he worked with had industry focused programs that were successful. 2) Melissa suggested that we invite BRCC completers to come and share their success stories. <p>Meeting was adjourned.</p>	
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ASSOCIATE OF APPLIED SCIENCE IN BUSINESS TECHNOLOGY

The program of study in business technology at Baton Rouge Community College has been specifically designed to meet the employment needs of the business community in the Greater Baton Rouge metro area. Besides the required courses, this Associate of Applied Science curriculum allows the student to choose three approved elective courses. The student has the opportunity to tailor his/her program of study by adding emphasis in one or more of the following areas: accounting, business, computer applications, economics, finance, management, marketing, and office careers.

To be awarded this degree, the student must have a cumulative GPA of 2.00 or better in all credits used toward the degree; earn a "C" or better in major courses; and complete the following course sequence.

PROGRAM OF STUDY

Core Courses:	Credit Hours
Business Math	3
Introduction to Business	3
Business Law	3
Business Communication	3
Keyboarding	1
Accounting I	3
Computer Databases	3
Computer Spreadsheets	3
	22
General Education Requirements:	
English Composition	6
Speech	3
Mathematics--College-level Algebra or Higher	6
Social Science	3
Natural Science	3
Humanities/Arts	3
Seminars	2
Computer Education	3
	29
Electives:	
Open elective	3
Approved electives	9
	12
Total Hours	63

SUGGESTED BRCC SEQUENCE OF COURSEWORK

Semester 1:	Credit Hours
ENGL 101	3
BUSN 110	3
COMP 101	3
SEMINAR	1
BUSN 121	3
OFCP 100	1
	14

Semester 2:	Credit Hours
ENGL 102	3
MATH 110 or 130	3
SPCH 101 or 120	3
SEMINAR	1
ACCT 201	3
BUSN 140	3
	16

Semester 3:	Credit Hours
Approved elective*	3
BUSN 220	3
Natural Science elective	3
COMP 120	3
Humanities elective	3
MATH 110 or 111	3
	18

Semester 4:	Credit Hours
Approved elective*	3
Approved elective*	3
Free Elective	3
COMP 130	3
ECON 201	3
	15

Total Hours 63

* Approved electives must be #200 or above and selected from: ACCT, BUSN, COMP, ECON, FINA, MANG, MARK, or OFCP.

Business Technology, Entrepreneurship Concentration (Associate of Applied Science)

The Associate of Applied Science in Business Technology is accredited by the Accreditation Council of Business Schools and Programs (ACBSP). The Entrepreneurship Concentration is specifically designed for students who want the necessary business skills to become a successful entrepreneur. This program is not intended for college transfer. It consists of 60 credit hours of course work and provides general education and work skills needed for entrepreneurship. Along with 15 credit hours within their area of concentration, all students complete required courses in the key business areas of accounting, economics, information systems, finance, management, and marketing. An additional required course in business communication provides students with the development of “soft” skills necessary for professional success.

To receive this degree, the student must:

- Have a cumulative GPA of 2.00 or better in all credit hours to be used towards the degree.
- Earn a “C” or better in major courses indicated with an asterisk *.
- Complete the coursework listed below.

PROGRAM OF STUDY

First Semester

		Credit Hours
ENGL 1013*	English Composition I	3
MATH 1113/1213	College Algebra	3
BUSN 1003*	Introduction to Business	3
CSCI 2203*	Microcomputer Applications in Business	3
FINA 1503*	Introduction to Financial Management	3
		15

Second Semester

		Credit Hours
ACCT 2113 ¹ *	Financial Accounting III	3
Nat Sci Elective	General Education Natural Science Elective	3
MANG 2213*	Human Resource Management	3

Choose one:

HIST 2013	American History Colonial to 1865	
HIST 2023	American History 1865 to Present	3

Choose one:

ECON 2213*	Principles of Macroeconomics	
ECON 2223*	Principles of Microeconomics	
ECON 2113*	Economic Principles	3
		15

Third Semester

		Credit Hours
BUSN 1503*	Professional Selling	3
BUSN 2403*	Business Communication	3
BUSN 2003*	Principles of Marketing	3

BUSN 1303*	Customer Service for Business Professionals	3
MANG 2413*	Introduction to Entrepreneurship	3
		15

Fourth Semester		Credit Hours
BUSN 2103*	Business Law	3
MANG 2313*	Small Business Management	3
MANG 2103*	Principles of Management	3
ACCT 2413*	Computer-Based Accounting	3
Elective ^{2*}	Business-related Elective	3
		15

Total Program Hours: **60**

¹ Students may use ACCT 2313 and 2323 in place of ACCT 2113; credit will not be given for both ACCT 2313/2323 & ACCT 2113.

² Business-related Elective: choose one course from the following:
ACCT 2103, ACCT 2123, ACCT 2513, ACCT 2613, ENGL 2013, MATH 2303, PSYC 2013, SOCL 2013, SPCH 2013, SPCH 2213, SPCH 2313, PHIL 2013

For more information, contact the Division of Business, Social Sciences and History at (225) 216-8154.

Business Administration, Entrepreneurship Concentration (Associate of Applied Science)

The Associate of Applied Science in Business Administration is accredited by the Accreditation Council of Business Schools and Programs (ACBSP). The Entrepreneurship Concentration is specifically designed for students who want the necessary business skills to become a successful entrepreneur. This program is not intended for college transfer. It consists of 60 credit hours of course work and provides general education and work skills needed for entrepreneurship. Along with 15 credit hours within their area of concentration, all students complete required courses in the key business areas of accounting, economics, information systems, finance, management, and marketing. An additional required course in business communication provides students with the development of “soft” skills necessary for professional success.

To receive this degree, the student must:

- Have a cumulative GPA of 2.00 or better in all credit hours to be used towards the degree.
- Earn a “C” or better in major courses indicated with an asterisk *.
- Complete the coursework listed below.

PROGRAM OF STUDY

First Semester		Credit Hours
ENGL 1013*	English Composition I	3
MATH 1113/1213	College Algebra	3
BUSN 1003*	Introduction to Business	3
CSCI 2203*	Microcomputer Applications in Business	3
FINA 1503*	Introduction to Financial Management	3
		15
Second Semester		Credit Hours
ACCT 2113 ¹ *	Financial Accounting III	3
Nat Sci Elective	General Education Natural Science Elective	3
MANG 2213*	Human Resource Management	3
<i>Choose one:</i>		
HIST 2013	American History Colonial to 1865	
HIST 2023	American History 1865 to Present	3
<i>Choose one:</i>		
ECON 2213*	Principles of Macroeconomics	
ECON 2223*	Principles of Microeconomics	
ECON 2113*	Economic Principles	3
		15
Third Semester		Credit Hours
BUSN 1503*	Professional Selling	3
BUSN 2403*	Business Communication	3
BUSN 2003*	Principles of Marketing	3

BUSN 1303*	Customer Service for Business Professionals	3
MANG 2413*	Introduction to Entrepreneurship	3
		<hr/>
		15

Fourth Semester		Credit Hours
BUSN 2103*	Business Law	3
MANG 2313*	Small Business Management	3
MANG 2103*	Principles of Management	3
ACCT 2413*	Computer-Based Accounting	3
Elective ^{2*}	Business-related Elective	3
		<hr/>
		15

Total Program Hours: **60**

¹ Students may use ACCT 2313 and 2323 in place of ACCT 2113; credit will not be given for both ACCT 2313/2323 & ACCT 2113.

² Business-related Elective: choose one course from the following:
ACCT 2103, ACCT 2123, ACCT 2513, ACCT 2613, ENGL 2013, MATH 2303, PSYC 2013, SOCL 2013, SPCH 2013, SPCH 2213, SPCH 2313, PHIL 2013

For more information, contact the Division of Business, Social Sciences and History at (225) 216-8154.

Business Technology, Management Concentration (Associate of Applied Science)

The Associate of Applied Science in Business Technology is accredited by the Accreditation Council of Business Schools and Programs (ACBSP). The Management Concentration is specifically designed for students who want workforce-ready business management skills. This program is not intended for college transfer. It consists of 60 credit hours of course work and provides general education and work skills needed for entry-level management. Along with 15 credit hours within their area of concentration, all students complete required courses in the key business areas of accounting, economics, information systems, finance, management, and marketing. An additional required course in business communication provides students with the development of "soft" skills necessary for professional success.

To receive this degree, the student must:

- Have a cumulative GPA of 2.00 or higher in all credit hours to be used towards the degree.
- Earn a "C" or better in major courses indicated with an asterisk *.
- Complete the coursework listed below.

PROGRAM OF STUDY

First Semester		Credit Hours
ENGL 1013 ^{1*}	English Composition I	3
MATH 1113/1213	College Algebra	3
BUSN 1003 ^{1*}	Introduction to Business	3
CSCI 2203 ^{1*}	Microcomputer Applications in Business	3
FINA 1503*	Introduction to Financial Management	3
		15
Second Semester		Credit Hours
ACCT 2113 ^{1,2*}	Financial Accounting III	3
Nat Sci Elective	General Education Natural Science Elective	3
MANG 2213 ^{1*}	Human Resource Management	3
<i>Choose one:</i>		
HIST 2013	American History Colonial to 1865	
HIST 2023	American History 1865 to Present	3
<i>Choose one:</i>		
ECON 2213*	Principles of Macroeconomics	
ECON 2223*	Principles of Microeconomics	
ECON 2113*	Economic Principles	3
		15
Third Semester		Credit Hours
MANG 1503*	Negotiations in Business	3
MANG 2103 ^{1*}	Principles of Management	3
BUSN 2003 ^{1*}	Principles of Marketing	3
BUSN 2103*	Business Law	3

BUSN 1503*	Professional Selling	3
		15
Fourth Semester		Credit Hours
MANG 2243*	Supervisory Management	3
BUSN 2403 ^{1*}	Business Communication	3
MANG 2263 ^{1*}	Organizational Leadership	3
ACCT 2213*	Introduction to Managerial Accounting	3
MANG 2273 ^{1*}	Retail Management	3
		15
Total Program Hours:		60

¹ Required for completion of the Retail Management Certificate of Technical Studies (CTS): see catalog entry for this program, p. 237.

² Students may use ACCT 2313 and 2323 in place of ACCT 2113; credit will not be given for both ACCT 2313/2323 and ACCT 2113.

For more information, contact the Division of Business, Social Sciences & History at (225) 216-8154.

Business Administration, Management Concentration (Associate of Applied Science)

The Associate of Applied Science in Business Administration is accredited by the Accreditation Council of Business Schools and Programs (ACBSP). The Management Concentration is specifically designed for students who want workforce-ready business management skills. This program is not intended for college transfer. It consists of 60 credit hours of course work and provides general education and work skills needed for entry-level management. Along with 15 credit hours within their area of concentration, all students complete required courses in the key business areas of accounting, economics, information systems, finance, management, and marketing. An additional required course in business communication provides students with the development of “soft” skills necessary for professional success.

To receive this degree, the student must:

- Have a cumulative GPA of 2.00 or higher in all credit hours to be used towards the degree.
- Earn a “C” or better in major courses indicated with an asterisk *.
- Complete the coursework listed below.

PROGRAM OF STUDY

First Semester		Credit Hours
ENGL 1013 ^{1*}	English Composition I	3
MATH 1113/1213	College Algebra	3
BUSN 1003 ^{1*}	Introduction to Business	3
CSCI 2203 ^{1*}	Microcomputer Applications in Business	3
FINA 1503*	Introduction to Financial Management	3
		15
Second Semester		Credit Hours
ACCT 2113 ^{1,2*}	Financial Accounting III	3
Nat Sci Elective	General Education Natural Science Elective	3
MANG 2213 ^{1*}	Human Resource Management	3
<i>Choose one:</i>		
HIST 2013	American History Colonial to 1865	
HIST 2023	American History 1865 to Present	3
<i>Choose one:</i>		
ECON 2213*	Principles of Macroeconomics	
ECON 2223*	Principles of Microeconomics	
ECON 2113*	Economic Principles	3
		15
Third Semester		Credit Hours
MANG 1503*	Negotiations in Business	3
MANG 2103 ^{1*}	Principles of Management	3
BUSN 2003 ^{1*}	Principles of Marketing	3
BUSN 2103*	Business Law	3
BUSN 1503*	Professional Selling	3
		3

		15
Fourth Semester		Credit Hours
MANG 2243*	Supervisory Management	3
BUSN 2403 ^{1*}	Business Communication	3
MANG 2263 ^{1*}	Organizational Leadership	3
ACCT 2213*	Introduction to Managerial Accounting	3
MANG 2273 ^{1*}	Retail Management	3
		15
Total Program Hours:		60

¹ Required for completion of the Retail Management Certificate of Technical Studies (CTS): see catalog entry for this program, p. 237.

² Students may use ACCT 2313 and 2323 in place of ACCT 2113; credit will not be given for both ACCT 2313/2323 and ACCT 2113.

For more information, contact the Division of Business, Social Sciences & History at (225) 216-8154.