



LOUISIANA COMMUNITY & TECHNICAL COLLEGE SYSTEM

Changing Lives,
Creating Futures

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TO: Dr. Monty Sullivan
LCTCS President

THROUGH: Dr. René Cintrón
Interim Chief Academic Affairs Officer

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

SUBJECT: Program Revisions at Louisiana Delta Community College

DATE: 10/25/2017

FOR BOARD ACTION:

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

Program Additions

- 1. Career and Technical Certificate (CTC) in Basic Accounting (CIP 52.0304) - 5 STARS
2. Career and Technical Certificate (CTC) in Business Entrepreneurship (CIP 52.0701) - 5 STARS

Background: LDCC is requesting to add two Career and Technical Certificates in Basic Accounting and Business Entrepreneurship. The goal of the Basic Accounting CTC is to better prepare students to enter the workforce as entry level clerks or to complete the core courses needed for a Baccalaureate degree in Accounting. The Business Entrepreneurship CTC will expose students to the skillsets needed to start and manage a small business. The CTC is an exit point of the AAS in Business and Technology.

Fiscal Impact: There are no anticipated expenditures associated with the modifications of these programs since faculty is in place.

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

Benefits to the System: The revisions will allow LDCC to better meet student and workforce needs in other areas.

Approved for Recommendation to the Board
Dr. Monty Sullivan

Date

Louisiana Community and Technical College System
Program Proposal
Career and Technical Certificate:
BASIC ACCOUNTING

Contact Person: Ryan Pierce
Division Chair | Business and Technology
Louisiana Delta Community College

Academic Division of the Institution: School of Business and Technology

Vice-Chancellor of Academic Affairs: Dr. John Turner

Chancellor of Louisiana Delta Community College: Dennis Epps

1. **Title of Career and Technical Certificate: BASIC ACCOUNTING**
2. **CIP Code: 52.0304 Accounting and Finance**
3. **DOT or O-Net Code: 21114A**
4. **Institution: Louisiana Delta Community College**
5. **Campuse(s): Monroe**
6. **Industry Based Certification(s) (IBC): Microsoft Office Specialist (MOS) Excel**
7. **Title of Linked Existing Program (if applicable): Associate of Applied Science in Business and Technology**
8. **Projected Start Date: Spring 2018**
9. **Projected, Sustained Annual Enrollment (years 1-5):**

	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Total
	Spring 2018- Fall 2018	Spring 2019- Fall 2019	Spring 2020- Fall 2020	Spring 2020- Fall 2020	Spring 2021- Fall 2021	
Enrollment (10% increase per year)	11	13	15	17	19	75
Completers (80% completion rate)	9	11	12	14	16	60

10. **Projected Annual Completers (years 1-5):** The institution anticipates an 80% completion rate, as noted in chart above

**Louisiana Community and Technical College System
Program Proposal
Career and Technical Certificate:
Business Entrepreneurship**

Contact Person: Ryan Pierce
Division Chair | Business and Technology
Louisiana Delta Community College

Academic Division of the Institution: School of Business and Technology

Vice-Chancellor of Academic Affairs: Dr. John Turner

Chancellor of Louisiana Delta Community College: Dennis Epps

1. **Title of Career and Technical Certificate: Business Entrepreneurship**
2. **CIP Code: 52.0799 – Entrepreneurial and Small Business Operations, Other**
3. **DOT or O-Net Code:**
4. **Institution: Louisiana Delta Community College**
5. **Campuse(s): Monroe**
6. **Industry Based Certification(s) (IBC): Certiport Entrepreneurship and Small Business Certification
Microsoft Office Specialist (MOS) Excel**
7. **Title of Existing Program: Associate of Applied Science in Business and Technology**
8. **Projected Start Date: Spring 2018**
9. **Projected, Sustained Annual Enrollment (years 1-5):**

	1 st Semester	Year 1	Year 2	Year 3	Year 4	Year 5	5 1/2- Year Total
	Fall 2017	Spring 2018- Fall 2018	Spring 2019- Fall 2019	Spring 2020- Fall 2020	Spring 2020- Fall 2020	Spring 2021- Fall 2021	
Enrollment (10% increase per year)	5	11	13	15	17	19	80
Completers (80% completion rate)	4	9	11	12	14	16	66

10. **Projected Annual Completers (years 1-5):** The institution anticipates an 80% completion rate, as noted in chart above

11. **Faculty Credentialed at National/Board Industry Standards:** J. Brien Dunn, MBA
12. **Labs/Shops Meet Industry Standards:** NA
13. **Mandatory Program Accreditation Has Been Satisfied:** NA

NARRATIVE

1. Statement of goals and objectives for existing program, including new CTC.

The goal of the Business Entrepreneurship CTC is to prepare our students with skills to start-up and manage a small business.

At the completion of the Career and Technical Certificate program in Business Entrepreneurship, the student will be able to:

- Recognize and properly record accounting transactions in either the cash or accrual mode.
- Classify the accounting transactions and explain their impact on the various financial statements.
- Perform general workplace skills and demonstrate professional workplace ethics.
- Compare the various forms of business ownership and the advantages and disadvantages of each.
- Discuss the various concepts of business to include economics, marketing, management, finance, and ethics..
- Discuss the difference between entrepreneurship and small business management.
- Discuss the major small business management concepts and processes.
- Identify the elements of the marketing mix and explain the marketing concept.
- Discuss the nature of marketing ethics and socially responsible behavior.
- Recognize employee obligations and explain the social responsibilities and ethical requirements of businesses and employees.

2. Description of the rationale, which the institution used in assessing the demand for the proposed change (e.g. Needs Assessment(s), etc.).

The Business Entrepreneurship CTC will give the student an understanding of Entrepreneurship and what it takes to start-up a small business. This CTC will expose our students the skillsets needed to start-up and manage a small business.

The courses and resulting CTC will be sustained as part of the normal offerings of the college and will be marketed to all students, regardless of major. Courses selected for the CTC address skills needed to by an entrepreneur to start-up a small business. These skills will positively impact student groups, employers, and the community by providing a better trained workforce.

3. CTC requirements (entrance test scores, any pre-requisites and including list of required certificate courses, exit test scores, etc.).

Prospective students for the Business Entrepreneurship CTC must fulfill the admission requirements as published in the Delta Catalog. Students must meet the prerequisite BUSN 101 requirement before taking BUSN 201, BUSN 210 and BUSN 231 which are required for the CTC. Students must also meet the prerequisite CINS 101 requirement before taking CINS 203, which is required for the CTC. No other special requirements are necessary.

Business Entrepreneurship Career and Technical Certificate:

The Business Entrepreneurship CTC consists of the following six courses (Eighteen Credit hours). Students completing these courses will have the knowledge and skills required to be competitive in the current job market.

ACCT 201: Introduction to Financial Accounting (3 credit hours)

Introduces basic accounting concepts and principles along with general and special journals. Emphasis is given to the accounting cycle and the preparation of financial statements.

BUSN 190: Small Business Management (3 credit hours)*

Small Business Management takes a practical, down-to-earth approach to conceiving, planning, organizing, and managing a small business. The text is based on extensive – theory, research, and practice. The material is presented from a “how-to” perspective, with many practical examples and applications from the business world.

**This course prepares students for the Certiport Entrepreneurship and Small Business Certification..*

BUSN 201: Principles of Marketing (3 credit hours)

An introductory marketing course that looks at marketing as a process that seeks to influence voluntary exchange transactions between a customer and a marketer. It discusses academic theory, while having a balanced coverage of marketing concepts and practical examples. Therefore while academics are presented, it is also contemporary and practical.

BUSN 210: Principles of Management (3 credit hours)

An introductory management course which examines the “place” of management within our society by looking at concepts, principles, and applications of management from the traditional point of view as well as exploring new offerings and its global application.

BUSN 231: Business Law I (3 credit hours)

Business Law is a course dealing with legal principles and practices in the business environment. The course covers the nature and sources of law, the judicial system, contractual relationships, the role of contracts in business, agency relationships, employee obligations and ethical and social responsibilities.

CINS 203: Spreadsheet Applications (3 credit hours)*

This course provides a comprehensive presentation of the current version of Microsoft Excel. In addition to introducing Excel, topics include using formulas, functions, and charts; working with large worksheets and tables; converting data to information using Pivot Tables and Pivot Charts; data analysis; consolidating data and linking files; What-If analysis; amortization tables; manipulating data with database functions; and formula audits and data validation.

**This course prepares students for the MOS Excel 2016 industry based credential.*

4. Discussion of the place of the CTC option in the curriculum (i.e. relation to existing program).

The Business Entrepreneurship CTC is an exit point of the Associate of Applied Science in Business and Technology. Students may complete the four courses in the CTC and apply them to the AAS degree, as noted below. The pre-requisite, BUSN 101 Introduction to Business is a required class for the BTEC AAS degree. The AAS degree has three core electives in the program. BUSN 190, Small Business Management would be taken as one of the three required core electives.

Associate of Applied Science in Business and Technology

FIRST SEMESTER

ENGL 101– English Composition I	3
MATH 110 - College Algebra	3
BUSN 101 – Introduction to Business	3
CINS 101 – Introduction to Computers	3
PSYC 201/SOCL 201 Intro to Psychology or Sociology	3
Semester Total	15

SECOND SEMESTER

English 102—English Composition II	3
CINS 204 – Word Processing Applications	3
BTEC 215 –Business Communication	3
ACCT 201 – Financial Accounting	3
Core Elective – BUSN 190 Small Business Management*	3
Semester Total	15

THIRD SEMESTER

BUSN 210 – Principles of Management	3
CINS 205 -- Database Applications	3
MATH 210 – Introduction to Statistics	3
Natural Science Elec	3
Core Elective	3
Semester Total	15

FOURTH SEMESTER

BUSN 201 – Principles of Marketing	3
CINS 203 – Spreadsheet Applications*	3
BUSN 231 – Business Law I	3
Humanities Elec	3
Core Elective	3
Semester Total	15

TOTAL HOURS 60

5. Course outlines for program with delineation of course work for certificate program.

The descriptions for the Business Entrepreneurship CTC courses are listed below. The master course syllabi are in Appendix A.

Pre-Requisites for Business Entrepreneurship CTC

BUSN 101: Introduction to Business (3 credit hours)

An introductory business course covering a wide variety of business concepts including Economics, Finance, Management, Marketing, Ethics, and Business Ownership.

CINS 101: Introduction to Computers (3 credit hours)

An introduction to computer concepts and the impact of computers on society. The course includes an overview of the uses of computers in the home, education, and industry. The personal computer and its practical use will be emphasized. Students will use a variety of applications, including, but not limited to, word processing, spreadsheet, database, presentation, Internet browser, and e-mail software. The course is designed to give the student the knowledge and skills required to be computer literate in our present digital world.

Required Classes for Business Entrepreneurship CTC

ACCT 201: Introduction to Financial Accounting (3 credit hours)

Introduces basic accounting concepts and principles along with general and special journals. Emphasis is given to the accounting cycle and the preparation of financial statements.

BUSN 190: Small Business Management (3 credit hours)

Small Business Management takes a practical, down-to-earth approach to conceiving, planning, organizing, and managing a small business. The text is based on extensive – theory, research, and practice. The material is presented from a “how-to” perspective, with many practical examples and applications from the business world.

BUSN 201: Principles of Marketing (3 credit hours)

An introductory marketing course that looks at marketing as a process that seeks to influence voluntary exchange transactions between a customer and a marketer. It discusses academic theory, while having a balanced coverage of marketing concepts and practical examples. Therefore while academics are presented, it is also contemporary and practical.

BUSN 231: Business Law I (3 credit hours)

Business Law is a course dealing with legal principles and practices in the business environment. The course covers the nature and sources of law, the judicial system, contractual relationships, the role of contracts in business, agency relationships, employee obligations and ethical and social responsibilities.

6. Minimum faculty credential to offer the certificate course work.

Since at least one of the four courses in the CTC is listed on the Board of Regents Business matrix minimum faculty credentials will be for the instructor to hold a Masters degree with 18 graduate semester hours in the discipline. This will aid in the transferability of these courses to other higher education institutions. Specifically, for the business and accounting courses the instructor must hold an MBA. The Accounting instructor must also have completed graduate level accounting courses.

7. Verification of Labor Market Need, job availability, existing program quality (i.e. through the Department of Labor's Occupational Forecasting, Scorecard, and/or related industry data), marketing/recruitment plan.

According to the U.S. Bureau of Labor Statistics Career Outlook people choose to become self-employed for many reasons, including greater independence and flexibility. But they also consider the downsides, such as the long hours and lack of benefits. As part of the decision-making process, the pros and cons of starting a business should be weighed, along with your reasons for seeking self-employment. The following occupations with high levels of self-employment are expected to grow over the ten year period between 2012 and 2022: Childcare workers by 19.6%, Carpenters by 14.7%, Construction managers by 8.1%, Hairdressers, hairstylists, and cosmetologists by 11.9%, Landscaping and groundskeeping workers by 12.8%, Construction laborers by 8.2%, Maids and housekeeping cleaners by 11.7%, Real estate sales agents by 9.2%, Lawyers by 8.1%, Management analysts by 29.5 %, and Property, real estate, and community association managers by 11.0%.

Experts suggest that, in addition to having technical skills, the entrepreneur should focus on improving "soft" skills, such as time management and people skills. Regardless of what you do, having a passion for the work is key.

8. Institutional passage rate of licensure/credentialing of students completing program to date and other evaluational strategies to be used in quality assurance.

Not Applicable, as CTC has not yet been approved. Once the CTC is implemented, the institution will monitor and evaluate the student success rates, reviewing and revising curriculum emphasis as needed.

9. Description of program duplication of effort within the institution's Labor Market Region and cost analysis to offer programs (e.g. independently, jointly, etc.).

A Business Entrepreneurship CTC is not offered in the Region 8 coverage area.