
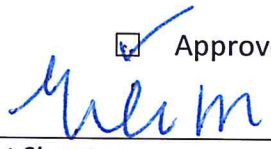



Curriculum Committee



Change of Program or Certificate Proposal

Note required information: Program or certificate changes require a change to the catalog page. All change of program or certificate proposals must include the new catalog page, with all proposed changes, at the end of this document. All changes that affect the courses, words, numbers, symbols, program description, admissions requirements, and graduation requirements must be documented. Note before completing this proposal that all new courses and current prerequisite, co-requisite, core, or elective courses changes must have already been reviewed (or submitted for the same meeting) by the Curriculum Committee and approved by the Provost. The Track Changes feature in Word must be used to illustrate all changes to the catalog page.

School or Division	School of Business and Technology
Program or Certificate	AS - Business Administration and Management
Proposed by (faculty only)	Leroy Bugger, Dr. Jennifer Patterson, Dr. Anita Rose
Presenter (faculty only)	Prof. Leroy Bugger
Note that the presenter (faculty) listed above must be present at the Curriculum Committee meeting or the proposal will be returned to the School or Division and be resubmitted for a later date.	
Submission date	11/7/2019
All Curriculum proposals require approval of the Curriculum Committee and the Provost. Final approval or denial of a proposal is reflected on the completed and signed proposal.	
<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
 Curriculum Committee Chair Signature	12/10/19 Date
<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
 Provost Signature	12-12-19 Date
All Curriculum proposals require review by the Office of Accountability & Effectiveness.	
<input checked="" type="checkbox"/> Reviewed	
 Office of Accountability & Effectiveness Signature	1/6/2020 Date

Section I, Important Dates and Endorsements Required

NOTE: Course and Program changes must be submitted by the dates listed on the published Curriculum Committee Calendar. Exceptions to the published submission deadlines must receive prior approval from the Provost' Office.

Term in which approved action will take place	Fall 2020
Provide an explanation below for the requested exception to the effective date.	
N/A	

Any exceptions to the term start date requires the signatures of the Academic Dean and Provost prior to submission to the Dropbox.		
Dean	Signature	Date
Dr. Debbie Psihountas		
Provost	Signature	Date
Dr. Eileen Deluca		

Required Endorsements	Type in Name	Select Date
Department Chair or Program Coordinator/Director	Dr. Jennifer Patterson	11/8/2019
Academic Dean or Provost	Dr. Debbie Psihountas	11/8/2019

List all faculty endorsements below. (Note that proposals will be returned to the School or Division if faculty endorsements are not provided).
Prof. Leroy Bugger, Prof. Alisa Callahan, Dr. Matthew Hoffman, Dr. Timothy Lucas, Dr. Jennifer Patterson. Dr. Anita Rose, Prof. William Van Glabek

Section II, Proposed Changes

Do any of the changes affect the AA focus? (If so, a Change of Program proposal is also needed.)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Have the deans of the General Studies been contacted/consulted?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Have you attached an updated catalog page?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Change of School, Division, or Department	N/A
Change to program or certificate name	N/A
List below, any changes to the program or certificate prerequisites. Include course titles and credits if applicable.	
N/A	
List below, any changes to the General Education requirements. Include course titles and credits if applicable.	
<ol style="list-style-type: none"> 1. All General Education courses are placed in General Education Requirements. 2. General Education courses regrouped in specific areas of <ol style="list-style-type: none"> a. Communication b. Humanities and Fine Arts c. Social and Behavioral Sciences d. Natural Sciences and Mathematics to reflect SACS requirements. 3. ENC 1102 Composition 3 credits CHANGED to: ENC 1102 Composition (Technical Writing concentration strongly recommended) 3 credits. 4. REMOVE: SPC 1017 - Fundamentals of Speech Communication and SPC 2608 - Introduction to Public Speaking (reduction of credits in General Education Communication area from 9 to 6) 5. Any General Education Humanities Course - 3 credits: Recommended courses changed FROM (PHI 2600 Ethics or PHI 2103 Critical Thinking recommended) TO: Any General Education Humanities Course (PHI 2100 Logic recommended) 3 credits. 	

<p>6. ECO 2023 Principles of Microeconomics 3 credits MOVED FROM AS Degree Core Requirements to General Education Requirements. (Addition of credits to General Education Social and Behavioral Sciences area from 3 to 6.)</p> <p>7. “Any General Education Mathematics Course (<u>MAC 1105</u> College Algebra or <u>STA 2023</u> Statistical Methods I recommended) - 3 credits” CHANGE TO: Any General Education Mathematics or Natural Science Course (For students who are transferring to a state university, it is recommended that the following electives be selected: <u>MAC 1105</u> College Algebra or <u>STA 2023</u> Statistical Methods I) – 3 credits</p>	
<p>List below, any changes to the program or certificate Core requirements. Include course titles and credits if applicable.</p>	
<p>1. ECO 2023 Principles of Microeconomics 3 credits moved from AS Degree Core Requirements to General Education Requirements</p> <p>2. Added GEB 2430 Ethics in Management 3 credits</p> <p>3. Added Entrepreneurship Track</p> <p>Entrepreneurship Track: 12 Credit Hours</p> <p>ENT 2000 - Introduction to Entrepreneurship 3 credits</p> <p>ENT 2012 - Entrepreneurship Management 3 credits</p> <p>SBM 2000 - Small Business Management 3 credits</p> <p>ENT 2276 - Starting Your Business 3 credits</p>	
<p>List below, any changes to the program or certificate Elective requirements. Include course titles and credits if applicable.</p>	
<p>Added MKA and QMB to list of Elective course prefixes. Also, repositioned RMI prefix.</p>	
<p>List below, any other changes to the program or certificate requirements.</p>	
<p>N/A</p>	
<p>Change to program length (credits or clock hours to complete)</p>	<p>From:</p> <p>To:</p>

Include complete new catalog page as an attachment. Proposals without the new catalog page will not be reviewed by the committee.

Section III, Justification for proposal

Include state frameworks, accrediting or professional organization recommendations or requirements, workforce data, and/or crosswalks.

Provide justification (below) for each change on this proposed curriculum action.

1. Changes to General Education requirements:

- 1.1. Changes in the General Education area provide more specific content and skills needed to succeed in the AS in Business Administration and Management, while still totaling 18 credit hours of General Education coursework in accordance with F.A.C. 6A-14.030.
- 1.2. Regrouping General Education courses in the specific areas of Communications; Humanities & Fine Arts; Social and Behavioral Sciences; and Natural Sciences and Mathematics reflects SACS area requirements. This also allows for improved identification -- within Associate Degree in the Business Management and Administration Core Requirements -- of the of the career and technical core courses required to earn the Associate of Science degree.
- 1.3. Change to ENC 1102 Composition now strongly recommends the particular writing concentration (Technical writing concentration) most valuable to students seeking a career in business.
- 1.4. The elimination of SPC 1017 Fundamentals of Speech Communication or SPC 2608 Introduction to Public Speaking (3 credits) reduces the General Education Communication area hours from 9 to 6. This allows for adding ECO 2023 Principles of Microeconomics to the Natural and Social Sciences area (increase from 3 to 6 credits) without increasing overall General Education credits (18 total).
- 1.5. Addition of GEB 2430 Ethics in Management in AS degree requirements led to changing the recommended courses in the General Education Humanities area, substituting PHI 2100 Logic for (PHI 2600 Ethics or 2103 Critical Thinking).

2. Changes to Degree core requirements

- 2.1. General Education course ECO 2023 previously in program core requirement is now grouped under General Education Social and Behavioral Science courses.
- 2.2. The addition of GEB 2430 Ethics in Management provides students an ethics course directed at ethical situations present in a business environment.

3. Restructure AS-Business Administration and Management Degree program to include the AS-Business Administration Entrepreneurship specialization.

Research in support of Entrepreneurship Specialization:

- United States small businesses employed 58.9 million people, or 47.5% of the private workforce, in 2015.

(Source: U.S. Census Bureau, *Statistics of U.S. Businesses* (SUSB))

- Firms with fewer than 100 employees have the largest share of small business employment. Figure 1

provides further details on firms with employees. (Source: SUSB)

- Private-sector employment increased 1.8% during the 12-month period ending in February 2018. This was above the increase of 1.0% during the prior 12-month period. (Source: CPS)

- The number of proprietors increased in 2016 by 2.3% relative to the previous year. (Source: BEA)

- Small businesses created 1.9 million net jobs in 2015. Firms employing fewer than 20 employees experienced the largest gains, adding 1.1 million net jobs. The smallest gains were in firms employing 100 to 499 employees, which added 387,874 new jobs. (Source: SUSB)

According to the Bureau of Labor Statistics, (20%) of small businesses either fail or are no longer in business by the end of the first year. The trend worsens to (34%) by the second year, (50%) by the fifth year, and (70%) by the tenth year (BLS, 2017). Research by CB Insights polled entrepreneurs whose small business failed, which revealed that (42%) of these small businesses lacked market need for their product or service, (29%) had a lack of sufficient capital, (23%) did not have the right team, while (19%) of these small businesses fail due to superior competition (Griffith, 2014). Thereby, (61%) in total lacked a market feasibility analysis of their product or service (42%) or insight about industry competitors (19%) as the reason for failure.

Most successful entrepreneurs equip themselves with detailed knowledge about the industry and the competitive market (Rose, 2015). Further, to keep up with the latest small business trends it is important to gain a sense of the specific market share that will impact business profits (SBA, n.d.).

The key to defining a competitive edge that creates sustainable revenue is developing a competitive analysis that helps business owners learn from businesses competing for the same potential customers (SBA, n.d.). Entrepreneurs armed with specific industry competitor knowledge and a market feasibility study were found to have a competitive edge (Rose, 2016). While entrepreneurs who were mentored received helpful example of values, attitudes, and behavior (Bosma et al., 2012).

Business Administration and Management, AS

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Purpose

The Associate in Science (AS) in Business Administration and Management program prepares students for further education and for careers in entry level supervisory positions in a variety of organizations. In addition to general education coursework, the content is comprised of a broad-based business curriculum with emphasis on selected theories of management and decision making and the knowledge and understanding necessary for managing people and functions.

Program Structure

This program is a planned sequence of instruction consisting of 60 credit hours in the following areas: 18 credit hours of General Education Requirements, 30 credit hours of Business Administration and Management Core Requirements, 7-12 credit hours of Specialization Track Requirements and 0-5 credit hours of approved electives.

The Business Management Specialization track consists of 7 credit hours in courses such as Accounting and Small Business Management. A degree in business administration and management can prepare you for a career in project management, team management, information management or operations management.

The Entrepreneurship Specialization track consists of 12 credit hours in courses related to entrepreneurship, small business management, and starting a business. Students will acquire a comprehensive set of skills that prepares them for working in either their own start-up or large established organizations across a variety of industries.

The Risk Management Insurance Specialization track consists of 9 credit hours in courses related to the insurance industry. Degree-seeking students who successfully complete the three insurance courses as part of their program of study will receive licenses 2-15 (Health & Life), 20-44 (Personal lines), and 4-40 (Customer Representative) exam-free after they graduate with their associate degree. Risk Management & Insurance positions include Customer Service Agent, Agent or Broker, Account Manager, Independent Agent, Claims Adjuster, Underwriter

The Small Business Management Certificate and the Business Development and Entrepreneurship Certificate are comprised of core courses in the AS Business Administration and Management

degree. These certificates can be earned before the student has earned the AS Business Administration and Management degree

Course Prerequisites

Many courses require prerequisites. Check the description of each course in the list below to check for prerequisites, minimum grade requirements, and other restrictions related to the course. Students must complete all prerequisites for a course prior to registering for it.

Graduation

Students must fulfill all requirements of their program major in order to be eligible for graduation. Students must indicate their intention to attend commencement ceremony, by completing the Commencement Form by the published deadline.

General Education Requirements: 18 Credit Hours

ENC 1101 - Composition I **3 credits**

ENC 1102 - Composition II (Technical writing concentration strongly recommended) **3 credits**

SPC 1017 - Fundamentals of Speech Communication **3 credits**

or

SPC 2608 - Introduction to Public Speaking **3 credits**

~~Any General Education Humanities Course (PHI 2600 - Ethics or PHI 2103 - Critical Thinking recommended) - **3 credits**~~

Any General Education Humanities Course (PHI 2100 - Logic recommended) **3 credits**

ECO 2013 - Principles of Macroeconomics **3 credits**

ECO 2023 - Principles of Microeconomics **3 credits**

Any General Education Mathematics or Natural Science Course (For students who are transferring to a state university, it is recommended that the following electives be selected: MAC 1105 - College Algebra or STA 2023 - Statistical Methods I.) - **3 credits**

Business Administration and Management, AS Degree Core Requirements: 30 Credit Hours

ACG 2021 - Financial Accounting **3 credits**

BUL 2241 - Business Law **3 credits**

CGS 1100 - Computer Applications for Business **3 credits**

~~ECO 2023 - Principles of Microeconomics **3 credits**~~

GEB 1011 - Introduction to Business **3 credits**

FIN 2001 - Business Finance **3 credits**

MAN 2021 - Management Principles **3 credits**

GEB 2430 - Ethics in Management **3 credits**

MAR 2011 - Marketing **3 credits**

MTB 1103 - Business Mathematics **3 credits**

SLS 1331 - Personal Business Skills 3 credits

or

SLS 1515 - Cornerstone Experience 3 credits

Business Administration and Management, AS Degree Specialization Requirements: Select One

Business Management Track: 7 Credit Hours

ACG 2071 - Managerial Accounting 3 credits

SBM 2000 - Small Business Management 3 credits

GEB 2930 - Special Topics/Capstone-Business 1 credit

Entrepreneurship Track: 12 Credit Hours

ENT 2000 - Introduction to Entrepreneurship 3 credits

ENT 2012 - Entrepreneurship Management 3 credits

SBM 2000 - Small Business Management 3 credits

ENT 2276 - Starting Your Business 3 credits

Risk Management Track: 9 Credit Hours

RMI 2110 - Personal Insurance 3 credits

RMI 2212 - Personal Business and Property Insurance 3 credits

RMI 2662 - Introduction to Risk Management & Insurance 3 credits

Business Administration and Management, AS Degree Elective Requirements: 0-5 Credit Hours

Electives may be taken from the following 1000 and 2000 level courses:

ENT 1000 - Introduction to Entrepreneurship 3 credits

ENT 2000 - Introduction to Entrepreneurship 3 credits

ENT 2012 - Entrepreneurship Management 3 4 credits

GEB 1949 - Business Internship I 3 credits

SLS 1301 - Career and Educational Exploration 1 credit

SLS 1350 - Employability Preparation 2 credits

MAC 2233 - Calculus for Business and Social Sciences I 4 credits

or

STA 2023 - Statistical Methods I 3 credits

or

Any 1000 or 2000 level course in Accounting, Business, Management, Hospitality, Customer Service, Computer Technology, or Finance, with the following course prefixes: ACG, BUL, CGS, CIS, CNT, COP, CTS, ENT, FIN, GEB, HFT, ISM, MAN, MAR, MKA, MNA, MTB, QMB, RMI, SBM, SLS, TAX, RMI.

For students who are transferring to a state university, it is recommended that the following electives be selected: MAC 2233 or STA 2023.

Total Degree Requirements: 60 Credit Hours

Information is available online at: www.fsw.edu/academics or on the School of Business and Technology Home Page at: www.fsw.edu/sobt

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