

# BACHELOR OF APPLIED SCIENCE DEGREE COMPLETION PROGRAM

The Bachelor of Applied Science degree with a major in university studies with a business concentration is offered as a part of an articulation agreement with Panola College. The Bachelor of Applied Science degree program is designed for working adults, adults who wish to return to school, and other non-traditional students. The degree provides a mechanism to recognize college level learning from prior work experience, individual and other types of study, prior academic experience, and transfer credit in fields which are not offered at East Texas Baptist University (ETBU). Specified courses will be delivered on the Panola College campus in Carthage, Texas.

The majority of courses in this program are taught in a 5-week, compacted format and are web-enhanced. Adult nontraditional and web-enhanced courses may incorporate more outside class time to meet the learning and instructional goals for the course and less synchronous class activities. The time spent outside of class in learning teams, projects and web-based instruction plus the weekly didactic on-campus instructional seminars compose the determination for awarding appropriate course credit based on equivalent learning outcomes. Practicum, clinical and experiential course credit loads may be determined by a mix of didactic and/or field placement hours, as well as industry standard levels of credit. These requirements for earning credit load will be specifically addressed in the course syllabus or course description and evaluated according to the ability of the student to meet the course learning outcomes.

## ADMISSION TO THE PROGRAM

All students must meet admissions criteria established by ETBU as defined on pages 16-19 in the current undergraduate catalog found online at <http://www.etbu.edu/Academics/catalogs.htm>.

In addition to the admission requirements on pages 16-19, students admitted to this degree completion program must have obtained an associate degree or have completed a minimum of 69 college-level credit hours including portfolio credit if applicable. Total transfer credits from non-baccalaureate degree granting institutions may not exceed 72 hours.

The admission process can be found on page 16 in the current undergraduate catalog available online at <http://www.etbu.edu/Academics/catalogs.htm>.

## REQUIREMENTS FOR THE BACHELOR OF APPLIED SCIENCE – MAJOR: UNIVERSITY STUDIES WITH BUSINESS CONCENTRATION

<b>General Education Requirements</b> .....	<b>34</b>
English 1301, 1302, plus three (3) hours sophomore literature.....	9
Religion 1320 and 1330 ( <i>Old and New Testament Survey</i> ) .....	6
History.....	3
Social Science ( <i>CJUS/GEOG/PSYC/SOCI/POSC</i> ).....	6
Science ( <i>must be lab science</i> ) .....	4
Mathematics .....	3
Speech 1311 ( <i>Fundamentals of Speech Communication</i> ).....	3

## Bridge and Prerequisite Course Requirements

*\* denotes courses which can also meet General Education Requirements*

- MGMT 2350 Principles of Management
- RLGN 1320 Introduction to the Old Testament\*
- MKTG 2324 Principles of Marketing
- RLGN 1330 Introduction to the New Testament\*

## Advanced Hour Requirements

*Completion of thirty-nine (39) semester hours with a cumulative GPA of 2.0 or higher:*

- GSTU 3100 Introduction to Life/Work\*\*
- MGMT 3354 Business Information Systems Management
- MGMT 4357 Theory and Practice of Supervision
- MGMT 4351 Organizational Behavior

BUAD 3327 Business Law  
 MGMT 3353 Human Resource Management  
 MGMT 4353 Organizational Leadership  
 MGMT 4355 Conflict Resolution and Negotiation  
 MGMT 4359 Production Management  
 BUAD 3367 Business and Accounting Ethics  
 MKTG 4326 Marketing Management  
 MKTG 3327 Integrated Marketing Communications  
 MGMT 4356 Problems in Management  
 GSTU 3102 Leadership Development I  
 GSTU 4105 University Studies Capstone Seminar

\*\*If portfolio credit is needed to meet the 69 college-level credit hour minimum prior to admission this course can be taken as part of the Bridge and Prerequisite Course Requirements.

### **PORTFOLIO CREDITS**

The Bachelor of Applied Science program has an optional feature that allows students to apply for credit for their college-level learning experiences achieved in a work environment, individual study programs, conferences, seminars, military and in some cases non-accredited institutions. This portfolio is evaluated by the appropriate Dean/Department Chairs to determine how much credit can be awarded for experiential learning. The student may earn from 0-36 hours credit through the portfolio that can be applied as electives.

### **GRADUATION REQUIREMENTS**

All degree requirements as defined on pages 38-39 in the current undergraduate catalog must be met to receive the Bachelor of Applied Science degree with a major in university studies with a business concentration.

### **APPLICATION FEE**

Students will be required to pay a \$25.00 application fee upon submission of a completed Application for Admission and Financial Aid.

### **TUITION**

Students enrolled in the degree completion program for the Bachelor of Applied Science with a major in university studies with a business concentration, taking courses offered by ETBU on the campus of Panola College, will be charged a per credit hour rate of \$425.00.

## **COURSE DESCRIPTIONS**

### *BUAD 3327 Business Law*

This course includes a study of the general principles of law as applied to business transactions: contracts, agency, negotiable instruments, business organizations, trusts and estates, and government regulations.

### *BUAD 3367 Business and Accounting Ethics*

The integration of ethical reasoning, objectivity, independence and other business core values are studied. Students will study the critical analysis of ethical lapses which have occurred in business and the accounting profession by exploring ways to integrate ethical behavior into professional life. The course will include an overview of ethics from a philosophical viewpoint in addition to the specific discussion of codes of conduct, SEC requirements, and the Sarbanes-Oxley Act of 2002.

### *GSTU 3100 Introduction to Life/Work*

Emphasis is placed on planning, organizing, and documenting experimental learning received from various activities. Applied Studies candidates develop, as a project of the course, a prior learning portfolio to assess learning experience.

***GSTU 3102 Leadership Development I***

This one-hour seminar is the first of three such seminars for the Leadership Minor. Students should take this course during the fall of their junior year after acceptance into the Leadership Minor. Students will be challenged to examine their leadership experiences, style, and capabilities. They will further develop a personal plan for leadership development and opportunities for leadership experiences. *Prerequisite: Consent of instructor/admission to Leadership Minor.*

***GSTU 4105 University Studies Capstone Seminar***

The purpose of the seminar course is to provide assessments and summary overviews for all prospective University Studies majors. Each class will address writing and speaking competencies. Students should be able to demonstrate effective communication ideas in reading, speaking and in writing of specific academic areas; demonstrate critical thinking, creative reasoning, and problem solving; and establish a framework for ethical thinking.

***MGMT 2350 Principles of Management***

This course is an introduction to the managerial functions and the management process. Topics included are areas of traditional management and such contemporary issues as teamwork, diversity, quality, ethics, and the global environment. The major objective is to familiarize the student with the knowledge, roles, responsibilities, and skills required of modern managers.

***MGMT 3353 Human Resource Management***

This is a study of the basic personnel processes involved in the selection, training, motivation and remuneration of employees, including the maintenance of labor relations in light of changing technological, social and economic conditions. *Prerequisite: MGMT 2350.*

***MGMT 3354 Business Information Systems Management***

This course focuses on organization and management of information systems. The primary emphasis of this course is the application of technology in business problem solving and decision making. *Prerequisite: MGMT 2350.*

***MGMT 4351 Organizational Behavior***

This course will study the interaction of the individual with the organization, motivation theories, and the relationship between organizations and individuals. *Prerequisite: MGMT 2350.*

***MGMT 4353 Organizational Leadership***

The course will provide a basis for applying contributions of various theories of leadership to the diagnosis and development of successful intervention strategies for managing individual as well as complex organizational systems and processes. By studying leadership roles and skills, students can develop their personal aptitude for leadership. *Prerequisite: MGMT 2350.*

***MGMT 4355 Conflict Resolution and Negotiation***

In this course, students will learn both the theory and practice of conflict resolution and negotiation. The course presents an integrated approach to the dynamics of conflict resolution at the individual, group, and organizational levels. This course explores the major concepts and theories of the psychology of bargaining and negotiation, with a significant simulation component. *Prerequisite: MGMT 2350.*

***MGMT 4356 Problems in Management***

This course emphasizes the application of management theory and philosophy to current business problems. *Prerequisite: MGMT 2350.*

***MGMT 4357 Theory and Practice of Supervision***

This is a practical course that covers the skills needed to become an effective supervisor. Practice of these skills in class will provide the confidence necessary to properly perform the function of management. *Prerequisite: MGMT 2350.*

***MGMT 4359 Production Management***

This course is a study of the management of production systems with emphasis upon the concepts and methods of planning and controlling production. *Prerequisites: MGMT 2350.*

**MKTG 2324 Principles of Marketing**

This course presents the fundamental principles and methods of marketing as it relates to the producer, the wholesaler, the retailer, and the consumer.

**MKTG 3327 Integrated Marketing Communications**

The focus of the class will be on the marketing process involved in promotions management. The primary focus will be on the implementation and management of an integrated marketing communications mix involving advertising, sales promotions, personal selling, and public relations. Included in this course is a comprehensive study of the components of integrated marketing communication, the process, and qualitative and quantitative measurement of the communication process. The goal is to create a good understanding of the components behind the promotions process. *Prerequisites: MKTG 2324 or consent of instructor.*

**MKTG 4326 Marketing Management**

The focus of the class will be on the marketing process involved in promotions management. The primary focus will be on the implementation and management of an integrated marketing communications mix involving advertising, sales promotions, personal selling, and public relations. Included in this course is a comprehensive study of the components of integrated marketing communication, the process, and qualitative and quantitative measurement of the communication process. The goal is to create a good understanding of the components behind the promotions process. *Prerequisites: MKTG 2324 or consent of instructor.*

**RLGN 1320 Introduction to the Old Testament**

An introduction to the background, history, literature, and religion of the Hebrew people as revealed in the Old Testament and related literature. Special consideration will be given to the theological messages of the Old Testament text and how the understanding of these concepts influences personal spiritual growth and faith commitments.

**RLGN 1330 Introduction to the New Testament**

An introductory survey of the New Testament. Special attention will be given to the major themes, outlines, composition, history, cultural and historical background, and authorship of the books of the New Testament and how the understanding of these concepts influences spiritual growth and faith commitments.

Additional information can be found in the current undergraduate catalog available online at <http://www.etbu.edu/Academics/catalog.htm>.