SAM HOUSTON STATE UNIVERSITY
NEW EMBEDDED ASSOCIATE DEGREE PROGRAM REQUEST

Directions: The **New Embedded Associate Degree** proposal is to be used to propose a new embedded associate degree program within an existing Bachelor's degree program **(for stop-out purposes only).**

Note: For analytical support regarding justification, contact Program Analytics

Assistance: Contact the Office of Academic Planning and Program Development (936) 294-2291.

University Curriculum Committee: Belonging Resources Statement

Asterisk denotes headers with directional information.

Administrative Information

Administrative Program Information
Embedded Associate
☑ Associate of Arts   ☐ Associate of Science   ☐ Other:
~~1. Embedded Associate Program Name: Associate of Arts in General Business~~
2. ***Number of Required Semester Credit Hours (SCH):** 60
~~2. Proposed CIP Code (Number/Title):~~ 52 .0201 .00 Business Administration and Management, General
For CIP Code, see Texas CIP Codes (Note: The THECB no longer accepts CIP Codes that end in "99").
3. ***Proposed Implementation Date:** September 1, 2024
4. * Proposal Contact Person(s): Name: Dr. Joey Robertson   Name: Dr. Natalie Hegwood Title: Business Administration &   Entrepreneurship Department Chair   Title: Assistant Dean, COBA E-mail: joey_robertson@shsu.edu   Email: nhegwood@shsu.edu Phone: 936-294-1287   Phone: 936-294-4887
Existing Bachelor's Degree
☐ Bachelor of Arts ☐ Bachelor of Science ☐ Bachelor of Music   X Bachelor of Business Admin.
1. *Program Name: Bachelor of Business Administration, major in General Business Administration
2. * CIP Code (Number/Title):.   52 **.0201** .00 Business Administration and Management, General
3. *Number of Required Semester Credit Hours (SCH): 120

(margin note, left side): See Prompt Help Text on Page 7 - Minimum SCH Requirements

4. ***Administrative Unit:** Department of Business Administration & Entrepreneurship in the College of Business Administration	

5. *Location and Delivery Mode (*Select all that apply***):**
☒ In-Person**,** ☒ Hybrid**,** ☒ 100% Online

If modality, In-Person or Hybrid, will more than 50% of the program's instruction take place at an off-campus location? ☐ Yes   ☒ No

If yes, provide a) Title of off-campus location Click or tap here to enter text.;
b) Address of off-campus location Click or tap here to enter text.;

For all online delivery modes, see THECB Approval of Distance Education Process

*Administrative Notes:

Embedded Associate Degree Program

Compiled by a department head/faculty and reviewed and approved by Department and College Curriculum Committees and Academic Dean, followed by a review and recommendation by the University Curriculum Committee. Once all sections have been completed, including the first 5 signatures/approvals, the Academic Dean or an Associate Dean (University Curriculum Committee Representative) from your college can submit the proposal to the Office of Academic Planning and Program Development through the appropriate **T:Drive: Curriculum** folder. If you have any questions, or need further support, please contact Program Development.

* Asterisk denotes headers with directional information.

A. ***Program Rational:** The purpose of this proposed program is to award students a marketable credential based on having completed the part of a BBA at Sam Houston State University that is equivalent to an Associates of Arts degree that they could have earned at a community or junior college. Data from Enrollment Success shows that from the 2017 academic year through the 2023 academic year there were 516 "stop out" students with at least 60 hours of credit who were classified as general business majors at the time that they left the university. This program would improve the employability of those and similar future "stop-out" students.

B. **Embedded Associate Degree Curriculum: Complete Table 4**
While embedded associate degrees are not required to contain the full core curriculum, all academic degree programs in Texas are required to have 6 SCH in Government or Political Science and 6 SCH in American History. Embedded associate degrees must also meet associate degree general education accreditation requirements.

Table 4. Embedded Associate Coursework

Degree Requirements	SCH
Required Core Curriculum (list only SCH for each component)	
Communication (ENGL 1301 and ENGL 1302)	6
Mathematics (MATH 1324)	3
Life & Physical Sciences	8
Language, Philosophy, and Culture	3

Creative Arts	3
American History	6
Government & Political Science	6
Social & Behavioral Sciences (ECON 2302)	3
Component Area Option	4
Required Courses	
ECON 2301 Principles Of Macroeconomics	3
ECON 2302 (taken as part of component 8 of the core) Principles Of Microeconomics.	
ACCT 2301 Principles of Financial Acc.	3
ACCT 2302 Principles of Managerial Acc.	3
BANA 2372 Business Analysis.	3
MGIS 1305 or BUAD 1305 Business Computer Applications or CSTE 1330 Introduction to Computers.	3
Elective Courses	
Free elective	3
Total Degree SCH Required	60

C. *Curriculum: Existing Bachelor's Curriculum: Complete Tables 5, 6, and 7.

Table 5. Required Courses/Degree Specific Requirements

Prefix and Number	Required/Degree Specific Requirement Course Title	SCH
MATH 1324	Math for Managerial Decision Making (also satisfies component 2 of the university core)	3
MGIS 1305 or BUAD 1305 or CSTE 1330	Business Computer Applications Introduction to Computers	3
ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
BANA 2372	Business Analysis	3
BANA 3363	Intermediate Business Analysis	3
BUAD 3301	Business Legal Environment	3
BUAD 3335	Business Communication	3
ECON 2301	Principles of Macroeconomics (also satisfies component 8 of the university core)	3
ECON 2302	Principles of Microeconomics	3
FINC 3320	Business Finance	3
MGIS 3310	Principles of MIS	3
MGMT 3310	Principles of Management	3
MGMT 3370	Operations Management	3
MGMT 4390	Strategic Management and Policy	3
MKTG 3310	Principles of Marketing	3
FINC 3310	Financial Institutions and Markets	3

| BUAD 3355 | Business Law | 3 |
| ~~FINC 3330~~ | ~~Financial Spreadsheet Modeling~~ | ~~3~~ |

Table 6. Prescribed Elective Courses (*Denote electives offered on a rotation basis with a pound sign #*)

Prefix and Number	Prescribed Elective Course Title	SCH
ACCT @3000 or 4000 level	Any 3000 or 4000-level ACCT course	3
ECON @3000 or 4000 level	Any 3000 or 4000-level ECON course	3
MGMT/MKTG electives	Any 3000 or 4000-level MKTG or MGMT courses or BUAD 3345	6
Advanced Business electives	Any 3000 or 4000-level courses in any COBA subject (This section has 9 hours in the 2024-25 catalog. The current 2023-24 catalog includes 12 credits here but does not include FINC 3330 above)	9
Business elective	Any course in any COBA subject at any level	3

Table 7. Free Elective Courses

Prefix and Number	Free Elective Course Title	SCH
Any course	Any course	3
Total Semester Credit Hours		120

    i. **Comparable Curricula:** At SHSU, all BBA majors have the same set of required courses in table 5 excluding the final 3 courses in that table. Therefore, all BBA majors would be comparable to the above listed BBA in General Business Administration major.

      a. Will students be eligible for any licensures or certifications upon completion of coursework in the degree program?
☐ Yes ☒ No

If yes, list the licensures and certifications.

Licensures:
Certifications:

D) *Required Appendices:*

a. Prescribed Sequence of Courses: First semester: ENGL 1301, HIST 1301, MATH 1324, Core Component area 3, Core Component area 9 (1-hr course). Second semester: ENGL 1302, HIST 1302, BUAD 1305 or MGIS 1305 or CSTE 1330, Core Component area 3, Core Component area 5. Third semester: ACCT 2301, BANA 2372, ECON 2301, POLS 2305, Core Component area 4. Fourth semester: ACCT 2302, ECON 2302, POLS 2306, Core Component area 9 (3-hr course), free elective (3-hr).

END FORM

Approval Recommendation Signatures:

Approval Recommendation Signatures:

Approved by Department Head/Faculty	Approved	☒	Disapproved	☐
Signature: Joey Robertson	Date: 02/22/2024			
Approved by Department Chair	Approved	☒	Disapproved	☐
Signature: Joey Robertson	Date: 02/22/2024			
Approved by Department Chair 2 (Interdisciplinary)	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by Department Chair 3 (Interdisciplinary)	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by Department CC	Approved	☒	Disapproved	☐
Signature: Joey Robertson	Date: 02/22/2024			
Approved by College CC	Approved	☒	Disapproved	☐
Signature: Natalie Hegwood	Date: 02/22/2024			
Approved by Academic Dean	Approved	☒	Disapproved	☐
Signature: Shar Self	Date: Click or tap here to enter date.			
Approved by Academic Dean 2 (Interdisciplinary)	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by Academic Dean 3 (Interdisciplinary)	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.				
Approved by Director of APPD	Approved	☒	Disapproved	☐
Signature: *Dawn B. Caplinger*	Date: 3.18.2024			
Approved by University CC	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by ACC/Provost	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by Board of Regents	Approved	☐	Disapproved	☐
	Date: Click or tap here to enter date.			
Approved by THECB	Approved	☐	Disapproved	☐
	Date: Click or tap here to enter date.			

CC = Curriculum Committee
APPD = Academic Planning and Program Development

APPD Use Only

Added to Banner ☐
Date: Click or tap here to enter date.

Added to Degree Works ☐
Date: Click or tap here to enter date.

Directional Prompts:

ADMINISTRATIVE PROGRAM INFORMATION

Embedded Associate

Proposed CIP Code:
Enter the proposed CIP Code/title for Texas. If CIP Code selected is outside the norm for the discipline, provide justification. A list of CIP Codes can be accessed at Texas CIP Codes. THECB no longer accepts CIP Codes that end in '99'.

Number of Required Semester Credit Hours (SCH):
The minimum required semester credit hours for an associate degree program is 60 SCH.

Proposal Contact Person:
Provide contact information for the person responsible for addressing any questions about the proposal.

Existing Bachelor's Degree

CIP Code:
Enter the proposed programs CIP Code/title for Texas.

Number of Required Semester Credit Hours (SCH):

Enter the program's semester credit hours. A minimum of 120 SCH is required for a bachelorette degree program.

Administrative Unit:
Identify where the program fits within the organizational structure of the university (e.g., The Department of English within the College of Humanities and Social Sciences).

Location and Mode of Delivery:
Provide the location of instruction and how the proposed program is delivered to students. (e.g., Instructed on the main campus, face-to-face, online).

Proposal Contact Person:
Provide contact information for the person responsible for addressing any questions about the proposal.

Administrative Notes:
Additional administrative notes.

EMBEDDED ASSOCIATE DEGREE PROGRAM

Program Rational
Data driven rational of need for the proposed associate degree program.

Existing Bachelor's Curriculum: Complete tables 5, 6, and 7.
Complete tables 5, 6, and 7 to list the required/degree specific courses, prescribed elective courses, and elective courses of the existing program and semester credit hours.

Required Appendices:
Attach the following required appendix to this form.