



South Carolina Commission on Higher Education

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March 16, 2010

MEMORANDUM

To: Dr. Suzanne Ozment, Vice Chancellor for Academic Affairs, USC Aiken

From:  Dr. T. Michael Raley, Associate Director of Academic Affairs & Licensing

The Commission has received a *Notification of Change in Program Status* from the University of South Carolina Aiken, dated December 17, 2009, advising us that the program leading to the B.S.B.A. in Business Administration and Management with concentrations in *Accounting, Management, Marketing/Standard, Finance, Marketing/Golf Course Services* will be offered in a blended delivery format including online and traditionally delivered courses.

The CIP Code 520201 remains the same and we will add a Site Code of 85500 designating a Blended Delivery.

Thank you for sending this information to the Commission. Please review the information as listed and let us know if we have misinterpreted your information as this change, as stated, will be reflected in the Commission's *Inventory of Academic Programs* and the document will be placed in the permanent program file.

/jg

cc: Dr. Krista Finnigan, USC
Ms. Nancy Floyd, USC
Inventory File
Program File
MIS File

S.C. Commission on Higher Education
Notification of Change in Academic Program Status or Organizational Unit
After approval by Chief Instructional Officer,

Four- year institutions please send completed form by mail to:

Or, fax to:

Director of Academic Affairs and Licensing
S. C. Commission on Higher Education
1333 Main Street, Suite 200
Columbia, SC 29201

(803) 737-2297

Technical Colleges please send completed form by mail to:

Vice President for Academic Affairs
South Carolina Technical College System
111 Executive Center Drive
Columbia, SC 29210

1. a. Institution University of South Carolina Aiken

b. Implementation date for change: Summer 2010

2. Program Title including options, concentrations, tracks (See definition, p. 6)

BSBAdmin. Business Administration & Management with concentrations in Accounting, Management (Aiken and Sumter Campuses), Marketing/Standard, Finance, Marketing/Golf Course Services.

3. Designation, type, and level of degree (if a baccalaureate, please specify 4- or 5-year)
4-Year

4. Site of delivery Aiken (for all concentrations) and Sumter (for Management concentration) Campuses.

5. Delivery mode (See definition, p.4) and percentage of coursework offered by each mode
Traditional and Internet. Historically, the mode of instruction has been "traditional" with on-line ("internet") offerings of less than 25% of the major course work. Beginning in the summer of 2010 potential internet offerings will be between 25% and 50% of major course work for all concentrations (Accounting 30%, Finance 35%, marketing 45%, and Marketing/Golf Course Services 35%.) In the Management concentration, online offerings will be potentially greater than 55%. Traditional offerings will continue so students will have a choice of mode of instruction in several courses.

6. CIP Code (confirmed by CHE) 520201 ; Site Code (assigned by CHE) _____

7. Nature of change and summary of the rationale for and objectives of the program
(Please include the number of credit hours the change entails.)

Total credit hours for each concentration in the business administration major will remain the same. For courses where it can be demonstrated that on-line ("internet") instruction is appropriate, this mode of instruction will be offered. The proposed changes include expanding the availability of online instruction to 25%-50% of the program in concentrations other than management. Management will

include more than 30 hours of potential on-line instruction, therefore changing the percentage of the program to more than 50% available through online delivery.

8. Curricular display: courses in the major (prefix, number, and title); information on general education and electives requirements; number of credits required for graduation

60 hours of General Education and electives and 60 hours of Business to include:

Business Core Requirements – 36 hours:

ABUS 225, 226, 296, 345, 350, 363,
371, 379, 3837, 478; AMGT 475 and
ABUS 3905 OR AACC 539

Area of Concentration Requirements:

Accounting – 24 hours

AACC 321, 331, 332, 334, 535

Two courses from the following:

AACC 322, 336, 537

One Business or economics course (300 or above)

Finance – 24 hours

AFIN 338, 412, 421, 460, 463, 469

Two Business or economics courses (300 or above)

Management – 24 hours

AMGT 374, 376, 473, 477

Two courses from the following:

AMGT 378, 442, ABUS 380, ABUS 429

Two Business or economics courses (300 or above)

Marketing (Standard concentration) – 24 hours

AMKT 454, 457, 558

Three courses from the following:

AMKT 353, 452, 455, 459, 474, 551, ABUS 429

Two Business or economics courses (300 or above)

Marketing (Golf Course Services) – 24 hours

AMKT 454, 457, 474, 558; ABUS 429 (6 hours)

Two courses from the following:

AMKT 353, 452, 455, 459, 551; AMGT

If the proposed change involves offering an existing degree program at a new site, complete items 9-14. If not, go to item 14:

9. Provide a copy of the Notification of Substantive Change used to inform SACS COC of the proposed new program location.

10. Describe faculty resources required and the source of faculty for the program:

11. Proposed termination date of the program (if applicable): _____

12. Source of funding (e.g., student tuition, contract, grant):

The School of Business has received internal funding in the past for online course development and to train individuals in on-line instruction. These individuals are active faculty members with the skills and abilities needed for on-line course development. No additional resources will be necessary for the development of on-line classes.

13. The proposed program will involve no request for additional state funding:

Yes _____ No _____

14.

Suzanne Dymek 2-9-10

Signature of Institution's
Chief Instructional Officer

Date