

PROGRAM APPROVAL APPLICATION
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED
(This application may not exceed 3 pages)

Fill In Form

Small Business Entrepreneurship AA Degree

Proposed Program Title

Los Angeles Trade Technical College

College

Los Angeles Community College District

District

September 2014

Projected Program Start Date

Nicole Albo-Lopez

Voting Member

Dean Academic Affairs & Workforce
Development

Title

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Phone Number

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Goal(s) of Program (Check all that apply):

- Career Technical Education (CTE) Transfer Other

Type of Program (Check all that apply):

- A.S. Degree A.A. Degree Certificate of Achievement:
 18+ semester (or 27+ quarter) units
 12-18 semester (or 18-27 quarter) units

Reason for Approval Request: (Check One)

- New Program Substantial Change Locally Approved

Program Information

Recommended Taxonomy of Program (TOP) Code	<u>0506.40</u>
Units for Major-Degree	<u>41</u>
Total Units for Degree	<u>60</u>
Required Units-Certificate	<u>LATTC currently has a regionally approved Certificate of Achievement in Small Business Entrepreneurship</u>

Written Form

1. Insert the description of the program as it will appear in the catalog.
 Students completing the Small Business Entrepreneurship AA Degree will be proficient in the following skill sets: Conducting feasibility studies toward analyzing and evaluating business ideas; constructing a business plan integrating innovative marketing and advertising plans; preparing business financial statements; and conducting sales through traditional and digital methods.
2. Provide a brief rationale for the program.

According to resource information from the college's Educational Master Plan Trade-Tech is considered a depressed local economy and a community facing a dangerous existence with little economic opportunity as measured by the Educational Needs Index (ENI). Our students see self-employment as a viable way to secure employment and a sustainable income. The Business Administration and Technologies Department at LATTC has developed the Small Business Entrepreneurship program to serve and further satisfy the demands of this growing population.

3. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (Push Enter after each entry to begin a new line)

Courses	Course No.	Course Title	Units
Small Business Management	MGMT 013	Small Business Management	3
Business Computations	BUS 038	Business Computations	3
Business Law	BUS 05	Business Law	3
Microcomputer Software Survey In the Office	CAOT 82	Microcomputer Software Survey In the Office	3
Principles of Accounting	ACCT 001	Principles of Accounting	5
Business Communications or Oral Communications for Customer Service Personnel	BUS 032 BUS 014	Business Communications or Oral Communications for Customer Service Personnel	3 3
Principles of Marketing	MKT 021	Principles of Marketing	3
Spreadsheet Analysis	CAOT 85	Spreadsheet Analysis	3
Personal or Small Business Finance	Fin 8	Personal or Small Business Finance	3
Elements of Supervision or Personnel Management	SUPV 001 MGMT 033	Elements of Supervision or Personnel Management	3 3
Principles of Selling or Fundamentals of Advertising	MKT 001 MKT 11	Principles of Selling or Fundamentals of Advertising	3 3
The Business of Electronic Commerce	BUS 22	The Business of Electronic Commerce	3
Venture Launch / Internship	Marketing 025	Venture Launch / Internship	3

- Summarize the Labor Market Information and employment outlook (including citation of the source of the data) for students exiting the program.

According to the U.S. Bureau of Labor Statistics the number of new business establishments (establishments that are less than 1 year old in any given year) tends to rise and fall with the business cycle of the overall economy. The U.S. Bureau of Labor Statistics (BLS) collects data on new businesses and job creation. Its Business Employment Dynamics (BED) data are designed to provide some insight as to the contribution of new and small businesses to the number of businesses and jobs in the economy. As stated in the BED data series covering the years from 1994 to 2010 the number of new establishments for the year ending March 2010 was lower than any other year since the series began in 1994.

- List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (Push Enter after each entry to begin a new line)

College	Program	Who you Contacted	Outcome of Contact
CERRITOS	50640	Nick Real	E-mail
COASTLINE	50640	Nancy Jones	E-mail
FULLERTON	50640	Marcus Wilson	E-mail
GLENDALE	50640	Jan Swinton	E-mail
GOLDEN WEST	50640	Voice mail	
L.A. CITY	50640	Rob Sambrano	E-mail
L.A. HARBOR	50640	Stan Sandell	E-mail
L.A. MISSION	50640	Voice mail	
MT. SAN ANTONIO	50640	Voice mail	
PASADENA CITY	50640	Voice mail	
RIO HONDO	50640	Voice mail	
SANTA ANA	50640	Voice mail	
WEST L.A.	50640	Voice mail	
SANTA MONICA	50640	Voice mail	
	50640	Joy Tucker	E-mail

- Include any other information you would like to share.

LATTC is in a particularly depressed area, with a majority of students who do not have access to adequate resources to succeed in evening or on-line programs. A Small Business Entrepreneurship AA Degree will be vital to LATTC students and essential to the local community.