



**TEXAS A&M**  
**UNIVERSITY**  
**KINGSVILLE**



**TEXAS A&M UNIVERSITY-KINGSVILLE**  
**COLLEGE OF BUSINESS ADMINISTRATION AND SOUTH TEXAS COLLEGE**  
**COLLABORATIVE BUSINESS PROGRAMS AGREEMENT**

The College of Business Administration (COBA) at Texas A&M University-Kingsville (TAMUK) and the Division of Business and Technology at South Texas College enters into a collaborative agreement involving four academic programs effective January, 2011. This agreement focuses on two strategic goals:

1. An **articulation agreement** resulting in a seamless transfer to the College of Business Administration from South Texas College. The agreement is focused around the students completing their first two years at South Texas College and receive an Associate degree; then they will transfer to TAMUK's College of Business Administration with junior standing.
2. Students earning a Bachelor of Business Administration (BBA) degree with a choice of five **business administration majors** that can be completed through a combination of face-to-face, blended, and online courses. This, students will have the opportunity to earn the BBA degree from TAMUK with limited commuting and without relocating to Kingsville, if they wish to do so.

The following pages of this agreement describe its contents and implementation.

1. **2+2 Program** (on campus and some optional online courses) – the student receives an Associate in Arts Degree and, as a result of having been pre-approved by Texas A&M University-Kingsville (TAMUK) and Kingsville’s College of Business Administration (COBA), seamlessly transfers into the COBA. All COBA accepted 1000, 2000, and select 3000 levels courses must be a grade of C or better.

The COBA business core (BUSCORE) courses are almost all available online from the COBA, and therefore can be taken while completing the Associate degree if the South Texas College student meets COBA admission requirements.

Students who meet the COBA admission requirements will be allowed to register for select 3000-level courses and maintain joint enrollment at South Texas College while completing the Associate in Arts Degree.

2. **2+2 Program Modification** (on campus and some online courses) – the student starts at South Texas College with the intent of earning an Associate Degree, but decides to transfer to TAMUK with 12 or fewer sophomore credits left to receive the Associate degree. All COBA accepted 1000, 2000, and select 3000 level courses must be a grade of C or better.

The student can complete at TAMUK during the first semester pre-approved courses by South Texas College and TAMUK. The completion of the 12 or fewer credits remaining to receive the Associate of Arts Degree will result in them being counted for both credit at South Texas College and TAMUK so that the student can receive an Associate degree and apply these credits at TAMUK toward the Bachelor of Business Administration (BBA) degree.

3. **BBA Online Business Alliance Program:** This **completely online** program will facilitate a South Texas College student enrolling in South Texas College and TAMUK pre-approved online 1000, 2000, and select 3000 level courses that count towards both the Associate in Arts Degree and the Bachelor of Business Administration degree with a Business Administration emphasis. Once enrolled at TAMUK, the student will complete all remaining course work **online** to receive the BBA degree.

The South Texas College student has the choice of either being pre-approved for admittance to TAMUK or does not have to be accepted as a future student at TAMUK to enroll in these courses. If at a future date the student does apply for and receive admittance at TAMUK, the courses completed with a C or better in this program will count at TAMUK towards the BBA degree.

4. **Associate in Applied Science Degree and Bachelor of Applied Arts and Sciences (B.A.A.S.) Degree:**

The TAMUK B.A.A.S. degree will be available for those students who complete their Associate in Applied Science Degree. These students can enroll in the TAMUK B.A.A.S. program and have a business emphasis by taking up to 27 credits of business courses from a pre-selected list of courses. The balance of needed courses will focus on completing all of the General Education requirements for the baccalaureate degree. Each student will meet with a B.A.A.S. academic advisor in TAMUK’s University College to determine all of his/her course requirements to complete the B.A.A.S. degree.

## FINANCIAL IMPLICATIONS FOR SOUTH TEXAS COLLEGE

South Texas College students will pay the standard South Texas College for TAMUK on-campus courses. If a South Texas College enrolls in an online course offered by TAMUK, the student will pay South Texas College’s standard tuition. In addition to the standard tuition, the student will pay TAMUK a \$160 per credit fee.

## SOUTH TEXAS COLLEGE STUDENT ADVISING

The COBA’s Coordinator, student recruitment and GE advising, will work closely with the South Texas College Division of Business student advisor. This advising collaboration will ensure South Texas College students meet the COBA pre-business admission requirements and the general education requirements and electives as part of the Associate degree.

## MARKETING OF THE FOUR PROGRAMS

This partnership will focus primarily on information sharing and promotion of a combination of face-to-face, blended, and online learning. The strategic marketing goal is to offer South Texas College students the opportunity to either move to Kingsville for their junior and senior years or minimize the need to commute or relocate to Kingsville to complete their business degree. This option is especially critical for those students who are “time and place bound” as they can remain in their local community while taking courses to complete their degree.

The marketing activities will include:

1. The COBA will assist South Texas College in jointly promoting these four programs by including links to the programs on the COBA and South Texas College websites, preparing posters/flyers, and using local print media to advertise.
2. The COBA will arrange open houses and advising session for South Texas College students that will periodically include onsite visits to South Texas College by COBA staff. Weekly student one-on-one advising session will occur via pre-determined and advertised use of a web-based audio/video program.
3. The focus on the availability of the Associate degree completion from South Texas College the seamless transfer to TAMUK for either BBA or B.A.A.S. degree completion.
4. The availability of online and blended courses for those students who are “time and place” bound. A focus of these types of courses opportunities will include the statement that these students are receiving the same level of quality education that on campus students are receiving.

The four jointly offered programs will be jointly developed and approved. All program material and ads will be developed by the COBA graphic artist for consistency purposes.

#### SHUTTLE BUS SERVICE BETWEEN THE UNIVERSITY AND THE COLLEGE

As part of this agreement, the university and the college will collaborate to provide shuttle bus service between the college and the university for students who do not have other transportation means to travel between the two campuses. The shuttle bus depart and drop off points will be jointly determined.

#### ONLINE MBA PROGRAM

Effective Spring Semester, 2012 the College of Business Administration will begin to offer its new totally online MBA program. For baccalaureate degree holders who have at least two years of full time work experience and are “time and place” bound, this online program is designed for them. With this in mind, as part of this agreement College of Business Administration will work with South Texas College in marketing this MBA program to area residents.

AGREEMENT SIGNATURE

The following representatives of Texas A&M University-Kingsville and South Texas College agree to support the collaborative efforts necessary to implement the above described joint programs,

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Rex Gandy, Provost  
Texas A&M University-Kingsville

Date

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V. Thomas Dock, Dean  
College of Business Administration  
Texas A&M University-Kingsville

Date

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Juan E. Mejia, Vice President  
for Academic Affairs  
South Texas College

Date

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Mario Reyna, Dean  
Division of Business and Technology  
South Texas College

Date

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Ali Esmaili, Dean  
Bachelor Programs and University Relations Division  
South Texas College

Date