



LEARN BY TERM

BUSINESS ADMINISTRATION SYSTEMS TELECOMMUNICATIONS SYSTEMS MANAGEMENT CERTIFICATE

Program Description

The Business Administration Systems Program prepares students for a variety of careers in business. A core curriculum provides students with a foundation of knowledge applicable to any business career. The Business Administration Systems Program offers an Associate in Applied Science degree, diplomas and a variety of certificates in the areas of Accounting, Entrepreneurship, Finance, Financial Perspectives, General Business, Hospitality Management, Human Resource Management, Industrial Supervisor, Leadership, Management, Office Systems, Operations Management, Real Estate Management, Sales, Small Business Management, Team Leadership, Telecommunications Systems Management and Turf Grass / Landscaping Management. The Leadership Certificate enables the student to qualify for leadership positions, work effectively in teams, lead problem solving work groups, understand the conflict resolution processes and plan effectively.

List of Colleges

Ashland Community and Technical College, Big Sandy Community and Technical College, Southcentral Kentucky Community and Technical College, Elizabethtown Community and Technical College, Gateway Community and Technical College, Hazard Community and Technical College, Hopkinsville Community College, Jefferson Community and Technical College, Madisonville Community College, Maysville Community and Technical College, Owensboro Community and Technical College, Somerset Community College, Southeast Kentucky Community and Technical College and **West Kentucky Community and Technical College** offer this certificate.

One of these colleges must be designated as your Home College. Even though the classes will be delivered by different KCTCS colleges, only the Home College will admit you and take care of all of your student service needs including advising, library services, billing, financial aid, etc.

Getting Started

Students may register for KCTCS online classes offered system wide directly at any KCTCS college. Individuals may also complete a “course inquiry” submit form through www.kyvc.org . KYVC course inquiries are submitted directly to the KCTCS Home College identified by the student. The student’s chosen Home College processes the course inquiry either through formal admission procedures or class enrollment. Additional information about KCTCS admission requirements and college contacts may be accessed at <http://www.kctcs.edu/en/Students/LearnByTerm.aspx>.

BAS – Telecommunications Systems Management

Upon completion of this certificate, the graduate can:

1. Demonstrate an understanding of telecommunication technologies and their applications in business and electronic media.
2. Produce programming that meets industry standards.
3. Demonstrate proficiency in multimedia applications and production.
4. Demonstrate an understanding of the evolution of telecommunications technologies and the physical properties within which they operate.
5. Produce advertisements in forms suitable for print and electronic media.
6. Describe the function of media sales from the perspective of seller and media client.
7. Describe an understanding of the basic tenets of telecommunication law, including copyrights and FCC policies.
8. Describe the role media play socially, educationally, economically, and politically.

Course Requirements

Here is a listing of the classes involved in this certificate. There may be additional courses that meet these requirements. Please check the current course catalog and online class schedule for additional information and offerings. The entire Associate in Applied Science degree may be completed online; however, some faculty may require proctored exams. Approved proctored sites are listed at <http://www.kctcs.edu/en/Students/LearnByTerm.aspx> under student services.

Telecommunications Systems Management

Required:

CMS	105	Multimedia Production and Applications I	3
CMS	205	Multimedia Production and Applications II	3
CMS	269	Media Advertising	3
COM	249	Mass Media/Mass Culture	3
JAT	101	Introduction to Communication Media	3

Choose 3-5 hours from the following Technical Courses. Students may select other courses (JAT, COM, or CMS course) as approved by the Business Administration Systems Program Coordinator.

CIS	150	Doing Business on the Internet	(1)
CIS	151	Introduction to Electronic Commerce	(3)

CIS	152	Introduction to Web Page Design	(1)
CIS	153	Intermediate Web Page Design	(2)
BAS	284	Applied Management Skills	3
BAS	287	Supervisory Management	3
BAS	299	Selected Topics in Management: (Track Topic)	1-3
ENG	203	Business Writing OR	3
JOU	204	Writing for Mass Media	(3)
COE	199	Cooperative Education: (Business Administration)	1-3
		OR	
BAS	280	Business Internship	(1-3)
		(Students may select any other JAT, COM, or CMS course, except CMS 185. They may select other technical courses approved by the Business Administration Program Coordinator).	
		Total Credits	18-20

Helpful links:

APPLICATION: http://www.kctcs.edu/students/admissions/apply_online.aspx

CALENDAR: <http://www.kctcs.edu/Students/LearnByTerm/Calendar.aspx>

CONTACTS: http://www.kctcs.edu/Students/LearnByTerm/Learn_By_Term_Advisors/College_Contacts.aspx

COURSES: http://www.kctcs.edu/Students/LearnByTerm/Online_Courses.aspx

FINANCIAL AID: http://www.kctcs.edu/Students/Costs_and_Financial_Aid.aspx

GETTING STARTED: http://www.kctcs.edu/Students/LearnByTerm/Getting_Started.aspx

STUDENT TUTORIAL: <http://www.kctcs.edu/Students/LearnByTerm/Tutorials.aspx>

KCTCS COURSES AVAILABLE AT KYVC: <http://kyvc.org/>