USL to begin new business program

New program will combine business, computer science and technology courses.

Baton Rouge — It soon will take much more than accounting, management and general business courses to get a bachelor's degree in business administration at USL.

The university has received approval from the Board of Trustees of the University of Louisiana System to implement a BSBA in Business Systems, Analysis and Technology that calls for combining business, computer science and industrial technology courses.

The proposal now goes to the Board of Regents for final approval.

USL Vice President Gary Marotta said the new program “is necessary to become the entrepreneurs of the future.”

The university will utilize faculty in business, communications, computer science and technology courses to assemble the new program.

The cost will be “virtually zero,” because no new faculty members will be needed for at least a year and then one specialist will be needed.

When the business administration degree program was reorganized in 1996, the former BSBA degree was “scrubbed,” Marotta said, because it was “seen as a general and weak degree.”