



CISCO COLLEGE

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FOR IMMEDIATE RELEASE

Cisco College Launches New Associate of Artss in Business Administration Degree

Cisco / Abilene, Texas - March 31, 2025 – Cisco College is excited to announce the launch of its new Associate of Arts in Business Administration degree, set to begin in the fall of 2025. This innovative program has been designed to align with business programs offered by leading four-year institutions in Texas, including Texas Tech University, McMurry University, Tarleton State University, Texas A&M University, and many others. The goal of the program is to provide students with a strong business foundation, preparing them for seamless transfer opportunities or direct entry into the workforce.

The Associate of Arts in Business Administration degree offers a robust curriculum that includes core business courses such as Business Principles, Accounting, and Finance along with the school's new business offerings Business Law and Business Statistics. These courses, available both on the Cisco campus and online, will not only meet academic standards but also help shape the next generation of business leaders through practical learning experiences and real-world applications.

In addition to the new degree program, Cisco College has been accepted to hold a charter in Collegiate DECA, a premier international organization for students interested in careers in marketing, finance, hospitality, and management. This exclusive student-run business club will provide students with unique opportunities to develop leadership skills, participate in competitions, and gain hands-on experience in business practices through real-world simulations and networking events.

Leading the new program is Dr. Seth Barnett, Professor of Business at Cisco College. Dr. Barnett brings a wealth of experience to the role, including a doctorate in business administration with research in behavioral economics, a best-selling business book, and a diverse professional

background that spans corporate communications, the legal field, and higher education. Dr. Barnett is committed to growing the program through targeted recruitment initiatives, strategic engagement with Cisco College's student-athletes, and forging strong connections with community and regional businesses. These efforts aim to create valuable opportunities for students both inside and outside the classroom, enriching their educational experience and enhancing their career prospects.

"We are building a business program that not only aligns with academic rigor but also offers students practical experiences and industry connections that will set them up for success," said Dr. Barnett. "Whether students want to transfer to a four-year university or enter the workforce directly, this program is designed to provide the skills and knowledge they need to thrive."

The introduction of the Associate of Arts in Business Administration degree and the Collegiate DECA chapter is a significant step forward for Cisco College, offering expanded opportunities for students and contributing to the growth and development of the regional business community. Enrollment for the fall 2025 semester will open soon, and prospective students are encouraged to apply early to take advantage of this new and exciting educational offering.

For more information about the Associate of Arts in Business Administration, please contact Dr. Seth Barnett directly, seth.barnett@cisco.edu.

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About Cisco College

Since first admitting students in 1940, Cisco College has offered programs and activities intended to encourage lifelong learning and enhance the quality of life in the communities it serves.

As a member of the Texas state system of publicly supported institutions of higher education, Cisco College maintains an open-door admissions policy and provides an array of learning, skill development and life experiences to motivate and challenge students. Classes are offered at two primary locations, Cisco and Abilene, in addition to several other off-campus sites. The College strives to maintain a student/faculty ratio which facilitates close interaction between faculty and students.

Cisco College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award Associate level degrees.