



COTTEY COLLEGE

New Program Proposal – Cottey College

1.

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Cottey College
Program Title: Business Administration-Management
Degree/Certificate: Bachelor of Arts
Options: Click here to enter text.
Delivery Site(s): Residence Site
CIP Classification: 52.02010000 Initially, Cottey was approved in 2011 to offer three baccalaureate degrees (English, Environmental Studies, and International Relations and Business.) Since that time Cottey has received approval from HLC to offer baccalaureate degrees of its choice
 *CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp
Implementation Date: Fall 2013
Cooperative Partners: Click here to enter text.
 *If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

| | | |
|-------------------------------------|------------------|------|
| Chioma Ugochukwu, VPAA | January 29, 2016 | |
| Name/Title of Institutional Officer | Signature | Date |

| | |
|--|-----------|
| Nancy Kerbs, Director of Assessment and Institutional Research 417-667-8181, ext. 2171 | |
| Person to Contact for More Information | Telephone |

2. Rationale for Program

Cottey College is in the midst of a transformation from an associate's institution to a baccalaureate institution. Founded by Virginia Alice Cottey in 1884, and owned since 1927 by the P.E.O. Sisterhood, a philanthropic educational organization, Cottey is the only nonsectarian college in the United States owned by women for women. Cottey's faculty members are highly qualified, with 91 percent holding either the doctoral degree or the terminal degree in their fields.

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Cultural diversity is an important dynamic at Cottey, and students learn to appreciate differences and form friendships with women from across the United States and around the world.

Cottey's transformation is guided by its mission to educate women in a dynamic liberal arts environment. The mission emphasizes that Cottey educates women to be socially responsible leaders who can function in their chosen fields in any part of the world, and this is the inspiration for the concept of interdisciplinary and inter-related programs that share courses, activities, and faculty, as well as a unique focus on women's leadership and social responsibility.

According to the Princeton Review, Business Administration is among the top five major. If college enrollments continue to rise, Cottey should be able to capitalize on this trend to grow enrollment by offering a baccalaureate business management degree. The Bachelor of Arts in Business Administration – Management is an interdisciplinary program. The major incorporates the threads of women's leadership, social responsibility and global awareness. Students are prepared to enter graduate school, pursue a professional degree (e.g. law), or explore the world of work.

3.

STUDENT ENROLLMENT PROJECTIONS

| Year | 1 2013-14 | 2 2014-15 | 3 2015-16 | 4 2016-17 | 5 2017-18 |
|-----------|--------------|--------------|--------------|--------------|--------------|
| Full Time | 5 | 9 | 12 | 15 | 18 |
| Part Time | 0 | 0 | 0 | 0 | 0 |
| Total | 5 | 9 | 12 | 15 | 18 |

Please provide a rationale regarding how student enrollment projections were calculated:

Cottey received approval in 2011 from the Higher Learning Commission through the change application process to offer BA degrees in English, Environmental Studies and International Relations and Business. When Cottey received approval from the HLC to add bachelor's degrees without limitations, the International Relations and Business degree was split into two separate degrees: International Relations and International Business. The Business Administration-Management degree emerged naturally from the business courses Cottey already offered. The enrollment projections in the above table are calculated from the actual numbers of students in the program for the current and last 2 academic years, as well as projections for the next two years.. Our goal going forward is to grow by 2-3 students per year.



4. Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

The College gathered information from a number of sources to examine the potential market for a program in business management. (1) According to the National Center for Educational Statistics, the largest numbers of baccalaureate degrees conferred in 2011-12 (20%) were in various fields of business. (2) Noel-Levitz was commissioned to conduct an Academic Program Demand Study on Cottey's behalf in fall 2009. The study included telephone interviews of 300 geographically representative female high school seniors who planned to enter college in the fall of 2010. The survey showed that 17 percent of college-bound seniors were very interested in programs in business. (3) Surveys of student in the years leading up to the addition of bachelor's degrees at Cottey students showed that 22 percent were interested or very interested in pursuing a baccalaureate degree in business at Cottey.

5. Program duplication and opportunities for Collaboration (Form CL) – N/A

6. PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: 45

C. General education: Total credits: 51-53

Courses (specific courses OR distribution area and credits):

| Course Number | Credits | Course Title |
|-----------------------|---------|---|
| ENG 101 | 3 | College Writing 1 |
| ENG 102 | 3 | College Writing 2 |
| Writing Intensive | 6 | May be taken in the major |
| MAT 103 | 3 | College Algebra or higher |
| MAT | 3 | Statistics or higher – may substitute PHI 112 (logic) if MAT 103 grade B or above |
| Science and Math Div. | 3-4 | Lecture and Lab Required |
| Second Science | 3 | With or without lab |
| Fine Arts Division | 3 | Theory course |
| Humanities Division | 3 | |
| Foreign Language | 6-8 | Two courses same language |
| Social Science Div. | 3 | |



| | | |
|----------------------|---|---|
| Dance/PE Activity | 2 | |
| Technology Intensive | 3 | May be taken as part of another requirement |
| Women's Studies | 3 | May be taken as part of another requirement |
| Interdisciplinary | 6 | |

D. Major requirements: Total credits: 66

| Course Number | Course Title | Credit |
|---|---|--------|
| <u>Business Mngmnt Core:</u> | | |
| BUS 211 | Princ. Acct.: Financial Accounting | 3 |
| BUS 212 | Princ. Acct.: Managerial Accounting | 3 |
| BUS 320 | Principles of Management | 3 |
| BUS 315 | Operations Management | 3 |
| BUS 325 | Principles of Marketing | 3 |
| BUS 340 | Principles of Finance | 3 |
| ECO 201 | Princ. of Econ: Macroeconomics | 3 |
| ECO 202 | Princ. of Econ: Microeconomics | 3 |
| BUS 399 | Business Internship | 3 |
| MAT 112 | Elementary Statistics | 3 |
| <u>Major Requirements:</u> | | |
| CSC 101 | Computer Application Systems, Concepts/Practice | 3 |
| WLS 102 | Foundations in Leadership | 3 |
| INB 450 | Corporate Social Responsibility | 3 |
| INB 420 | International Management | 3 |
| BUS 350 | Organizational Behavior | 3 |
| PSY 430 | Conflict Resolution | 3 |
| INB 480 | International Management | 3 |
| INB 491 | Topics in Business/International Relations | 3 |
| INB 490 | Capstone Research | 3 |
| <i>Select three from the following list of courses:</i> | | |
| BUS 260 | Legal Environment of Business 3 | 3 |
| BUS 310 | Management Information Systems 3 | 3 |
| BUS 325 | Princ. of Entrepreneurship and Small Business Mngmnt. | 3 |
| IDS/WLS 320 | The Leader Within 3 | 3 |
| IDS/WLS 350 | Team Leadership and 3 | 3 |
| WLS 420 | Leadership Theories and Practices | 3 |

E. Free elective credits: 3 (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

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Study Abroad Requirement:

Internship Requirement: 3 (credits min.) *Business Internship*

G. Any unique features such as interdepartmental cooperation: _____

8. PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Cottey College

Program Name Business Administration - Management

Date January 29, 2016

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

No special preparation required

Characteristics of a specific population to be served, if applicable.

Women

2. Faculty Characteristics

Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

M.B.A. or Ph.D in Business subfield

Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

100%

Expectations for professional activities, special student contact, teaching/learning innovation.

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Form PS – Program Structure



Faculty members are expected to stay current in their discipline and in teaching pedagogy by attending and presenting at conferences, write articles for publication, carry a load of 6-10 advisees in Cottey's faculty-based advising system.

3. Enrollment Projections

Student FTE majoring in program by the end of five years.

Going forward from 2015-16: 20 at three years; 22 at five years

Percent of full time and part time enrollment by the end of five years.

Full time enrollment: 95%; Part time enrollment: 5%

4. Student and Program Outcomes

Number of graduates per annum at three and five years after implementation.

Going forward from 2015-16: 8 at three years; 10 at five years

Skills specific to the program.

Not applicable

Proportion of students who will achieve licensing, certification, or registration.

Not applicable

Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Not applicable

Placement rates in related fields, in other fields, unemployed.

Placement in related fields – 50%, in other fields – 30%

Transfer rates, continuous study.

Pursuing Master's Degree the first year after graduation – 20%

5. Program Accreditation

Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

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Not applicable

6. Alumni and Employer Survey

Expected satisfaction rates for alumni, *including timing and method of surveys.*
Electronic alumnae survey of the first five years of graduates in summer 2018. Satisfaction rates of 75% satisfied or very satisfied.

Expected satisfaction rates for employers, including timing and method of surveys. Cottey's students are from across the country and around the world. While the College makes considerable efforts to stay in contact with our alumnae, determining employer satisfaction rates is new for the College. We plan to develop an electronic survey for employers.

9. Plans for Accreditation

Initially, Cottey was approved by the Higher Learning Commission in 2011 to offer three baccalaureate degrees (English, Environmental Studies, and International Relations and Business.) Since that time Cottey has received approval from HLC to offer baccalaureate degrees of its choice. Cottey's baccalaureate degree in Business Administration - Management has been offered since Fall 2013. In 2015-16, the College offers degrees in English, Environmental Studies, International Business, International Relations, Business Management, Psychology, Liberal Arts, and General Health Sciences.

10. Institutional Characteristics

Characteristics demonstrating why your institution is particularly well-equipped to support the program.

As a women's college, Cottey's mission is to help women develop their potential as learners, leaders, and citizens. The international business degree extends basic knowledge of accounting, marketing, management, and finance through classes in global business, multinational finance, and international management. With a commitment to women's leadership, social responsibility, and global awareness, Cottey's international business major considers such issues as the status of women in developing countries, poverty and inequalities, and sustainable tourism. Internal forces include a strong financial picture, an infrastructure with room to expand and add new programs without a large capital investment in new buildings, a highly qualified faculty, and students who are satisfied with the quality of education they receive at Cottey. Both the Campus Master Plan, completed in 2007 by Gould Evans, an architectural and planning firm, and the feasibility study conducted in 2008 by Ketchum, a fund-raising firm, affirm that Cottey has the physical and financial resources to support growth. In addition, the College exceeded the goal of a \$35 million comprehensive fund raising campaign in 2014. The total raised was \$40.4 million. The campaign priorities included a new fine arts building with instructional space available to

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other academic departments, as well as endowed funds for student scholarships, faculty chairs, and the library.

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Form PS – Program Structure