



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Fashion Business and Entrepreneurship

Degree/Certificate: Master of Science

Options: N/A

Delivery Site(s): Online, St. Charles, MO

CIP Classification: 52.1902

*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: 08/01/2017

Cooperative Partners: N/A

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Marilyn S. Abbott, Provost and VPAA

Name/Title of Institutional Officer

Signature [Handwritten Signature]

Date 3/28/2017

Joe Alsobrook, Dean of Arts, Media, and Communications

Person to Contact for More Information

636-949-4164

Telephone



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	5	7	10	15	15
Part Time	2	2	3	3	3
Total	7	9	13	18	18

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

The enrollment projections were calculated through a review of inquiries into related programs through our Enrollment Management Office and anecdotal evidence of students currently in related programs surveyed for their interest. Since Fall 2015, there have been 138 inquiries into Fashion Design.

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

We lose about a third of our incoming Fashion Design students each year due to the fact that they do not want to learn fabrication, but instead entrepreneurial skills. No other institution has this program in the state or region. This program provides students who are interested in pursuing fashion design as an entrepreneur the necessary knowledge of the field, as well as the specific business courses to succeed. Occupational Outlook Handbook 2015 median income of \$63,670 per year; 23,100 current job openings <http://www.bls.gov/ooh/arts-and-design/fashion-designers.htm> Spotlight on Statistics <http://www.bls.gov/spotlight/2012/fashion/EmploymentTrends> http://acinet.org/occ_rep.asp?next=occ_rep&Level=edu3&optstatus=101000000&jobfam=27&id=1&nodeid=2&soccode=271022&menuMode=&stfips=29&x=36&y=5 Student/

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(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:
Students have two completion options for the Master's degrees

Completion Options

Non-Thesis/ Applied Project Option

The applied project allows students with a professional focus to apply the theories and research methods of their field in a professional setting or in a final product or series of products. Projects may take different forms, but all students produce some form of material on behalf of an organization or field of practice. Students pursuing the Non-Thesis/ Applied Project Option document their progress and product for final review by their thesis committee. See the chair of the program for more information.

Thesis Option

The thesis involves the creation of an original piece of scholarship relevant to the field of study that investigates an aspect of that field, professional area or organization. Students evaluate the state of the field in existing research on their topic area and then develop a research question to investigate. Over the course of the program, students investigate their topic and refine their thesis, which is written the final two semesters and reviewed by their thesis committee. See the chair of the program for more information.

G. Any unique features such as interdepartmental cooperation:
NA



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University
Program Name MS Fashion Business and Entrepreneurship
Date 01/08/17

(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.
There are no special admissions procedures or qualifications beyond the standard graduate student admissions application.
- Characteristics of a specific population to be served, if applicable.
The population to be served by the MS in Fashion Business and Entrepreneurship are students who possess a degree in Fashion Design or related fields, who wish to gain advanced training in their field and gain distinction either academically or professionally.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty will need to hold one of the following degrees to teach in this degree: PhD in Fashion Design, MFA in Fashion Design, MBA, PhD Fashion Merchandising and Textile Management.
- 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.
Full-time faculty will offer 80% of the course work required for the degree.
- Expectations for professional activities, special student contact, teaching/learning innovation.
N/A

3. Enrollment Projections

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

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- Percent of full time and part time enrollment by the end of five years.
90% full time and 10% part time.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
We anticipate three graduates at three years and five graduates at five years after implementation.
- Special skills specific to the program.
N/A
- Proportion of students who will achieve licensing, certification, or registration.
N/A
- 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.
The university has recently revised its Institutional Learning Outcomes to support our institutional goals and has demonstrated commitment to meaningful assessment. This is the first year that data has begun to be gathered. Comparison of student achievement against national standards will be possible after a full four years of the new program that officially launches in the catalog of 2017-18. However, assessment data can be found since 2008-2009 archived here: <http://lindenwood.libguides.com/assessment>.
- Placement rates in related fields, in other fields, unemployed.
According to the Bureau of Labor Statistics, the job outlook growth rate is slower than average for Fashion Designers (3%) and Buyers and Purchasing Agents (2%).
- Transfer rates, continuous study.
Transfer rates for the degree cannot be measured at this time given the lack of data available and that this will be the only program in the region. Continuous study of student trends will be carried out by Academic Services, the School, and program.

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.**
The program is currently in process of approval by Higher Learning Commission.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*. The Office of Alumni Development surveys alumni annually and seeks a 90% satisfaction rate of recent graduates, and tracks those who have secured a position in their particular field within six months.
- Expected satisfaction rates for employers, including timing and method of surveys. The Office of Alumni Development, as well as individual programs in the School, survey employers annually and seeks a 90% satisfaction rate of recent graduates who are now employed.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
The school has faculty who hold terminal degrees in this field, as well as a number of highly qualified adjuncts. The degree, as with all of the master's degrees offered in the school, is supported by a core group of faculty in the executive group who oversee the implementation, assessment, and delivery of a core six classes that track all students progress throughout their matriculation.