



## Existing Program Report

**Date Submitted:**

04/13/2020

**Institution**

Missouri State University

**Institution Program Title**

A02090020901001010023 - BS - Agricultural Business - 10102

**Implementation Date:**

08/01/2020

**New Site Information****Added Site(s):**

Cassville Crowder Campus, 4020 Main St., Cassville, MO, 65625

Missouri State University - West Plains Outreach, 603 West Main, Gohn Hall, West Plains, MO, 65775

**Selected Site(s):**

Crowder College, 601 Laclede, Neosho, MO, 64850

**Options****Current Options:**

Agricultural Finance & Management

Agricultural Marketing & Sales

Agricultural Enterprise Management

**Options Added:****Mode of Delivery**

Classroom

Hybrid

Online

**Assurances**

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus, CBHE-approved service region or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

**Contact Information**

**First and Last Name:** Kyle

Tiggemann



## **Existing Program Report**

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OFF-SITE DELIVERY OF AN EXISTING PROGRAM FORM

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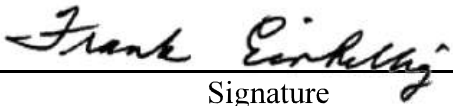
**Sponsoring Institution (s):** Missouri State University  
Name of Institution (Campus or off-campus residential center in the case of multi-campus institutions).

**Program Title:** Bachelor of Science in Agricultural Business – Finance and Management track (AFMG-BS) and Marketing and Sales track (AMAS-BS)  
**Degree/Certificate:** Bachelor of Science in Agricultural Business  
**Institution Granting Degree:** MSU  
**Delivery Site(s):** MSU – Outreach West Plains, MSU – Neosho, MSU – Cassville  
**Mode of Program Delivery:** Blended delivery, including online courses, remote web conferencing, and classroom-to-classroom conferencing to multiple locations simultaneously.

**Geographic Location of Student Access:**  
Missouri State University – West Plains: 603 West Main, Gohn Hall, West Plains, MO 65775  
Neosho Crowder College Campus: 601 LaClede, Neosho, MO 64850  
Cassville Crowder Campus: 4020 Main St, Cassville, MO 65625

**CIP Classification:** 1.0102 (Please provide CIP code)  
**Implementation Date:** Fall 2020  
Semester and Year  
**Cooperative Partners:** [Click here to enter text.](#)

AUTHORIZATION

Frank Einhellig, Provost		4/13/2020
Name/Title of Institutional Officer	Signature	Date
Arbindra Rimal	(417) 836-5094	
Person to Contact for More Information	Telephone	



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      Missouri State University  
Program Name          Bachelor of Science in Agricultural Business  
Date    3/31/20

(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.  
Student qualifications will be identical to those on the Springfield campus. Most all students entering this program will be transfer students from a community college. MSU requires a cumulative grade point average of 2.00 or higher on transferable credit. Students must apply online and provide transcripts from all colleges from which they have earned academic credit.
- Characteristics of a specific population to be served, if applicable.  
Students will primarily be transfer students coming to the University with an associate's degree or CORE 42 general education requirements met. Many of the students served by this program will be rural students who are locationally bound and cannot transfer to the main campus.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Many of the courses will be delivered either online or through web conferencing from the main campus core faculty. These faculty members generally hold doctorate degrees in their fields. Some courses will be taught by per-course instructors, whose credentials are vetted and approved by the department. These instructors will have the same qualifications as those teaching for the Springfield campus, generally a master's degree or higher in the content area.
- 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.  
We estimate that approximately 60-65% of course work will be delivered either online or through distance delivery from full-time faculty members.

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- Expectations for professional activities, special student contact, teaching/learning innovation.  
Full-time faculty will be expected to maintain current knowledge of their fields through normal professional development activities. Per-course faculty will be expected to work closely with the department heads and lead instructors on the main campus and to uphold the same course objectives to those being taught on the main campus. Courses will be delivered to distance students in a variety of means, including online, as well as remote web-conferencing and classroom—to-classroom conferencing utilizing the Zoom software platform.

### 3. Enrollment Projections

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

Year	1	2	3	4	5
Full Time	7	14	16	18	18
Part Time	3	6	8	10	10
Total	10	20	24	28	28

- Percent of full time and part time enrollment by the end of five years.  
64% full-time, 36% part-time

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
Year 3 – approximately 10 graduates. Year 5 – approximately 15 graduates.
- Special skills specific to the program.  
This program provides a strong foundation in both the fields of agriculture and business. There will be two track options available to distance students. The finance and management track focuses on the economic aspects of agricultural business. The marketing and sales track focuses on how to market and sell agriculture products, manage distribution, and coordinate customer service.
- Proportion of students who will achieve licensing, certification, or registration.  
Not applicable. This degree does not lead to advanced licensing, certification, or registration.
- 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.

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- Placement rates in related fields, in other fields, unemployed.  
We expect strong placement rate within the field of agriculture, approximately 90%. This is based upon job opportunities and the pervasive nature of agribusiness enterprises within the service region.
- Transfer rates, continuous study.  
Since we feel that students in this program will be more “location-bound” than traditional full-time residential students, we anticipate a transfer rate that is lower than that experienced by students on the MSU-Springfield campus.

### 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.**  
This program is already approved for delivery on the main campus by both HLC and MDHE.

### 6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*  
A survey of graduates of the degrees will be conducted in the fall following student program matriculation. As this program is based on the expressed needs, we anticipate very high satisfaction rates, at or above 90%.
- Expected satisfaction rates for employers, including timing and method of surveys.  
We expect very high satisfaction rates based upon the open and regular communication with our industry partners regarding their needs and desires for skills and competencies.

### 7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.  
Missouri State University has a well established and successful Outreach program. We are currently offering degree completion at nine different campuses. The College of Agriculture has been providing distance education with the BAS in General Agriculture for many years. However, this new program allows students more options to pursue a degree that closely fits their long-term and career goals.




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## STUDENT ENROLLMENT PROJECTIONS

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Year	1	2	3	4	5
Full Time	7	14	16	18	18
Part Time	3	6	8	10	10
<b>Total</b>	<b>10</b>	<b>20</b>	<b>24</b>	<b>28</b>	<b>28</b>

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

Based on current enrollment in our existing BAS in General Agriculture, as well as contact with the community college students.

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

Our community college partners have repeatedly expressed a need for expanded degree and course options in the field of agriculture, based on feedback from their student bodies. Many of the areas we serve are rural and agriculture related industries make up a large portion of the local industry.