



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

06/02/2022

Institution

Stephens College

Site Information

Implementation Date:

8/23/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

Stephens College, 1200 E. Broadway, Columbia, MO, 65215-0001

CIP Information

CIP Code:

520201

CIP Description:

A program that generally prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making.

CIP Program Title:

Business Administration and Management, General

Institution Program Title:

Business Administration

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science in Business Administration

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

See attached Appendix for Student Preparation



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Specific Population Characteristics to be served:
See attached Appendix for Student Preparation

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
See attached Appendix for Faculty Characteristics

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
See attached Appendix for Faculty Characteristics

Expectations for professional activities, special student contact, teaching/learning innovation:
See attached Appendix for Faculty Characteristics

Student Enrollment Projections Year One-Five

Year 1	Full Time: 20	Part Time: 2	
Year 2	Full Time: 40	Part Time: 4	
Year 3	Full Time: 60	Part Time: 6	Number of Graduates: 5
Year 4	Full Time: 60	Part Time: 6	
Year 5	Full Time: 60	Part Time: 6	Number of Graduates: 22

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
Specialized accreditation may be sought through the Accreditation Council for Business Schools and Programs

Program Structure

Total Credits:
120

Residency Requirements:
Full time enrollment for six months

General Education Total Credits:
36

Major Requirements Total Credits:
60

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
BUS 105	3	Business Computer Application

Free Elective Credits:
24



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Internship or other Capstone Experience:
see attached Appendix for Requirements

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

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

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

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SHARP

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DEPARTMENT OF
**HIGHER EDUCATION &
WORKFORCE DEVELOPMENT**

PUBLIC

INDEPENDENT

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Please use this form as a worksheet. New programs should be submitted through the Academic Program Actions Portal:
<https://web.dhewd.mo.gov/academicprogramaction/login.faces>

NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

Sponsoring Institution: Stephens College

Program Title: Bachelor of Science in Business Administration

Degree/Certificate: BSBA-Bachelor of Science in Business Admin If other, please list: _____

Options: Management, Marketing, Esports Management, Entrepreneurship, Event and Convention Management

Delivery Site(s): Columbia, MO

CIP Classification: 52.0201

**CIP Code can be cross-referenced with programs offered in your region on MDHE's program inventory.
Click here for link to NCES CIP site.*

Implementation Date 08/23/2022 *please use MM/YY date format.*

Is this a new off-site location? No Yes

If yes, is the new off-site location within your institution's current CBHE-approved service region? Yes

**If no, public institutions should consult the comprehensive review process.*

Is this a collaborative program? Yes No *If yes, please complete the collaborative programs form on page 6.*

CERTIFICATIONS:

- The program is within the institution's CBHE approved mission. *(public institutions only)*
- The program will be offered within the institution's CBHE approved service region. *(public institutions only)*
- The program builds upon existing programs and faculty expertise.
- The program does not unnecessarily duplicate an existing program in the geographically applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public institutions only)*

AUTHORIZATION:

Dr. Leslie Willey, VPAA

6/1/2022

Name/Title of Institutional Officer

Signature

Date

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Although 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. Qualifications of performance goals should be included wherever possible.

If you need more than one line of text to answer questions 1-5, please attach a Word .doc.

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.

See attached Appendix for Student Preparation.

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

See attached Appendix for Student Preparation.

2. Faculty Characteristics

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

See attached Appendix for Faculty Characteristics.

- 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.

See attached Appendix for Faculty Characteristics.

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

See attached Appendix for Faculty Characteristics.

3. Enrollment Projections

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

We plan for 64 FTE students in the business program at the end of 5 years.

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

We expect 90% of students will be full time and 10% or less will be part time.

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
FULL TIME	20	40	60	60	60
PART TIME	2	4	6	6	6
TOTAL	22	44	66	66	66

4. Student and Program Outcomes

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

Projected: year 3, graduate 5-10 students; year 5, graduate 22-24 students

- Special skills specific to the program.

See attached Appendix for Program Outcomes.

- 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.

85% pass prediction on discipline specific assessments

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

95% placement rate within 1 year of graduation

- Transfer rates, continuous study.

10% of graduates may continue directly to graduate school

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

Specialized accreditation may be sought through the Accreditation Council for Business Schools and Programs

6. Program Structure

A. Total credits required for graduation: 120 credit hours

B. Residency requirements, if any: Full time enrollment for six semesters

C. General education: Total credits: 36 credit hours

Courses (specific courses OR distribution area and credits)

Course Number	Credits	Course Title
ENG	6	Communication
Select	3	Quantative
Select	3	Science
Select	9	Behavior & Social Science
Select	9	Arts & Humanities
Select	6	General Education Electives
Total	36	

D. Major requirements: Total credits: 42 hours in the major and 18 hours in an associated concentration

Course Number	Credits	Course Title
BUS105	3	Business Computer Applications
BUS171	3	Foundations of Business
BUS205	3	Personal and Family Finance
BUS210	3	Microeconomics
BUS215	3	Macroeconomics
BUS225	3	Principles of Management
BUS230	3	Financial Accounting
BUS235	3	Managerial Accounting
BUS250	3	Principles of Marketing
BUS350	3	Principles of Finance
BUS352	3	Business Law and Ethics
BUS365	3	Conscious Culture: Business Ethics and Diversity
BUS370	3	Operations and Supply Chain Management
BUS400	3	Business Research & Analytics
Select	18	Various Concentrations (See attached Appendix for Concentrations)
Total	60	

E. Free elective credits: 24 credit hours
(sum of C, D, and E should equal A)

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

G. Any unique features such as interdepartmental cooperation: See attached Appendix for Interdepartmental

7. Need/Demand

Student demand

Market demand

Societal need

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.

COLLABORATIVE PROGRAMS

Sponsoring Institution One: _____

Sponsoring Institution Two: _____

Other Collaborative Institutions: _____

Length of Agreement: _____

If you need more than two lines of text to answer questions 1–5, please attach a word .doc.

1. Which institution (s) will have degree-granting authority?

2. Which institution (s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?

3. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?

4. Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?

5. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?

Appendix to MDHE
New Program Proposal for Routine Review, Stephens College
Bachelor of Science in Business Administration Program

Student Preparation

- **Admission Criteria**
Applications are completed through the Stephens College Admissions application. Admission to any Stephens program presupposes the readiness to undertake the task of working independently, the ability to maintain a positive and critical approach to studies and creative work, the capacity to collaborate with advisers and instructors, and a commitment to engage with constructive feedback and advice. The College requires that all candidates for admission are graduates of accredited four-year high schools or have satisfied high school requirements through the GED or other officially specified arrangements. Some academic programs have specific entry requirements (such as audition) that are separate from acceptance to the College. Students applying for transfer to Stephens College must submit ALL college transcripts for evaluation. Admission to Stephens College is based on academic ability, seriousness of purpose, and quality of character – we do also take the ACT/SAT and GPA into serious consideration.

- **Population Served**
Consistent with our mission, admission and continued enrollment in our undergraduate residential women's college is restricted exclusively to women, including students who are legally identified as female and who self-identify as women; students who document an ongoing transition to female and who self-identify as women; and students who are legally identified as female but do not fit within the gender binary. The program will not admit or enroll students who self-identify as men or who are transitioning to male.

Faculty Characteristics

- **Faculty Requirements**
Terminal degree in Business Administration or a related field from an accredited institution, domestic or international.
Candidates should have at least 3-5 years of administrative and teaching experience at the post-secondary level, as well as experience in business or a related field.
Successful candidates will demonstrate strong administrative and interpersonal skills, as well as strong intercultural competence and the ability to work with diverse populations.

- **Faculty Workload**
Full time faculty teach Fall and spring semesters 24 credit hours annually (Tenure, Tenure-track). Twelve-month positions are assigned 30 credit hours annually.

- **Faculty Expectations**
Faculty are expected to meet faculty roles as defined in Stephens College Faculty Personnel Policies. Mastery of Subject
 1. Teaching excellence
 2. Scholarship

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Bachelor of Science in Business Administration Program

3. Service to college and profession
4. Continuing development

A general summary of the duties associated with the role include:

1. Serve as principal faculty in the Business program teaching duties based on background and experience in class settings.
2. Academic advisement to Business students
3. Develop and teach undergraduate Business courses
4. Develop and pursue a research and scholarly agenda engaging students
5. Provide service to the college and profession
6. Assist in development and evaluation of curricula and programs

Program Outcomes

- Graduates of the Bachelor of Science in Business Administration degree will be able to:
 1. Recall strategic frameworks that are used to make business decisions.
 2. Perform basic calculations using quantitative tools that are used to support business decisions.
 3. Articulate and deliberate ideas orally and in writing.
 4. Be able to demonstrate a basic understanding of computer software used in business.
 5. Identify ethical dilemmas and stakeholders.
 6. Develop an effective marketing mix
 7. Recommend alternatives and consequences and choose a reasoned conclusion from the alternatives given.
 8. Identify and analyze global factors in making a business decision.

- Graduates of the Entrepreneurship Concentration will be able to:
 1. Demonstrate an understanding of capital formation and financial management in a new venture.
 2. Demonstrate an understanding of the marketing function in a new venture.
 3. Apply the entrepreneurial process for the purpose of creating a new venture that generates revenue or obtains capital investment.
 4. Prepare, evaluate, and interpret a business plan. Understanding the importance and interaction of each aspect (i.e. accounting, marketing, finance, management, etc.) to form a successful business enterprise.

- Graduates of the Management Concentration will be able to:
 1. Assess and suggest appropriate solutions to human resource-related business problems.
 2. Assess and suggest appropriate solutions to business concerns in global markets.
 3. Demonstrate an understanding of basic principles of project management.
 4. Demonstrate an understanding of leadership principles and theories.
 5. Articulate and engage in the four functions of management.

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Bachelor of Science in Business Administration Program**

- Graduates of Marketing Concentration will be able to:
 1. Demonstrate an understanding of segmentation, target marketing, and positioning.
 2. Demonstrate an ability to collect and analyze market research data.
 3. Demonstrate an understanding of effective personal selling tactics.
 4. Demonstrate an ability to conduct financial analyses for the purposes of making strategic marketing decisions.
 5. Demonstrate an ability to analyze markets and competitors within markets.

- Graduates of the Event and Convention Management Concentration will be able to:
 1. Design, plan, market, promote and stage an event.
 2. Effectively structure and manage an event planning schedule to improve profitability.
 3. Conduct comprehensive needs assessments and feasibility studies.
 4. Financially manage an event to accomplish budgetary goals.
 5. Identify and prioritize event goals and objectives.
 6. Understand appropriate protocol and decorum for various event types.
 7. Properly staff an event.

- Graduates of the Esports Management Concentration will be able to:
 1. Demonstrate principles related to traditional business and their application to esports.
 2. Examine the impact of global business competencies to the esports industry.
 3. Construct and execute effective performance plans for esports teams.
 4. Develop a strategic plan for an esports business.

Concentration Requirements

- Entrepreneurship Concentrations (18 credits)
 - BUS 305 Human Resource Management
 - BUS 325 Introduction to Entrepreneurship
 - BUS 375 Small Business Management
 - BUS 355 Business Law for Entrepreneurs
 - BUS 354 Consumer Behavior or BUS331 Integrated Marketing Communication
 - BUS 495 Business Capstone

- Esports Management Concentrations (18 credits)
 - ESM 240 Introduction to Sports Management and Industry Trends
 - ESM 340 Esports Project Management: Live Events
 - ESM 350 Esports Finance and Operations
 - ESM 352 Legal and Ethical Aspects of Esports Management
 - ESM 400 Esports Marketing and Analytics
 - BUS 495 Business Capstone (or BUS 490 Internship)

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- Event and Convention Management Concentrations (18 credits)
 - ECM 240 Introduction to Event Planning and Management
 - ECM 245 Event Operations and Production
 - ECM 330 Adv. Events Planning and Management
 - ECM 350 Event Marketing and Promotion
 - BUS 340 Planning and Project Management
 - BUS 495 Business Capstone (or BUS 490 Internship)

- Management Concentrations (18 credits)
 - BUS 305 Human Resource Management
 - BUS 340 Planning and Project Management
 - BUS 364 Organizational Behavior
 - BUS 386 Global Markets
 - BUS 425 Organizational Change
 - BUS 495 Business Capstone (or BUS 490 Internship)

- Marketing Concentrations
 - BUS 321 Sales and Negotiation
 - BUS 331 Integrated Marketing Communications
 - BUS 345 Internet Marketing
 - BUS 354 Consumer Behavior
 - BUS 386 Global Markets
 - BUS 495 Business Capstone (or BUS 490 Internship)

Requirements for Internship and or Capstone

Each Business Program concentration has a Capstone course and/or an Internship requirement. The Internship is designed to provide students real-life work experiences through on- the-job training with a field-related cooperating employer in the student's declared major. Students will be supervised by the business/industry sponsor and report to the Business Program Chair. The Capstone course is a senior-level course that focuses on the development and implementation of strategy as a means to a successful business. This in-depth course is designed to give students the opportunity to integrate the various functional areas of business into one business organization.

Interdepartmental Cooperation

Multiple classes offered in the Business Administration program will be required courses in other Programs of Study. Specifically, the Communication Design, Fashion Marketing and Management, Fashion Communication, and Equestrian Studies programs have multiple required business courses as a part of their majors and minors.