



Missouri Department of Higher Education

Building Missouri's future...by degrees

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri State University-West Plains

Program Title: Business

Degree/Certificate: Associate of Science-Business

Options:

Delivery Site(s): Missouri State University-West Plains

CIP Classification: 52.0101 (Please provide a CIP code)

Implementation Date: May 1, 2013

Cooperative Partners: Does Not Apply

AUTHORIZATION:

Dr. Christopher Dyer, Dean of Academic Affairs

Name/Title of Institutional Officer

Signature

Date

Christopher Dyer 417-255-7223

Patricia Walsh, Assistant Dean of Academic Affairs

417-255-7904

Person to Contact for More Information

Telephone

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Form NP – New Program Proposal



Missouri State University™

W E S T P L A I N S

Associate of Science Business (Pending CBHE approval)

The required general education courses for the Associate of Science in Business are listed as follows:

Basic Skills*	Semester Hours
Communications (COM 115)	3
English Composition (ENG 110 and ENG 210 or 221)	6
Mathematics (Only courses numbered 135 or above except MTH 197 and 297)	3
Student Success (IDS 110)	1

*The BASIC SKILLS block constitutes preparatory courses necessary for completing a college education and should therefore be completed as soon as possible.

Distribution Requirements	Semester Hours
American Studies: (PLS 101 and HST 121 or 122)	6
Humanities: Select courses from at least two of the following areas	6

- Art: (ART 200)
- Communication: (COM 110)
- Drama: (THE 101, 109)
- Foreign Language: (any course)
- Literature: (ENG 184, 230, 231, 235, 236, 280, 285, 288 and LLT 121 or above)
- Music: (MUS 241)
- Philosophy: (any except PHI 106)
- Religious Studies: (REL 100, 101, 102, 131)
- History: (HST 103, 104)

Natural Sciences: Select courses from two of the following areas, with none of the selected courses having less than 3 hours credit. At least one of the selected courses must include the equivalent of at least 1 credit hour of laboratory work

- a. Astronomy: (AST 113, 114, 115); Physics: (PHY 100, 101, 102, 123, 203)
- b. Biology: (BIO 100, 101, 102, 121); Biomedical Sciences: (BMS 110)
- c. Chemistry: (CHM 101 [3 hours], 105, 106, 160)
- d. Geosciences: (GRY 135, 142; GLG 110, 115, 171)

Social Sciences:	9
— Psychology: (PSY 121) and	
— Economics: (ECO 155)	

Choose 1 course from ANT226, GRY100 or SOC150

- Anthropology: (ANT 226)
- Sociology: (SOC 150)
- Geography: (GRY 100)

Courses taken under the pass/not pass option cannot be used to satisfy general education, professional education, or specific degree requirements except as noted in the pass/not pass policy.

Total General Education Block Hours	42
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Other Requirements:

- Computers for Learning: (CIS 101)
- International Business: (BUS 297)
- Fitness for Living: (PED 100)

Total Other Requirements Hours	8
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Business Electives:

Choose 4 courses from the 2 lists below:

Business Core Requirements:	Other Business Electives:
— Financial Accounting (ACC 201)	— Intro to Business (BUS 135)
— Managerial Accounting: (ACC 211)	— Real Estate (FIN 266)
— Business Law: (LAW 231)	— Insurance (INS 211)
— Basic Business Statistics: (QBA 237)	— Spreadsheets (CIS 232)
— Microeconomics: (ECO 165)	— Journalism: (JRN 270)
— Business Communications: (MGT 286)	

Total Business Core Hours	12
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Total A.S. Business Transfer Degree Hours	62
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**** While only four Business electives are required to satisfy the degree requirements, please note that all six courses listed under Business Core Requirements are required for admission into the Missouri State University College of Business. The five courses listed under Other Business Electives are either other business electives or courses required for the Missouri State University Bachelor of Science degree in General Business.**

Students are strongly encouraged to confirm the transferability of individual courses to other institutions' specific requirements for bachelor's degrees prior to enrollment.

What is the Associate of Science Business degree?

The Associate of Science (AS) Business degree is specifically designed to transfer to other colleges and universities. It contains a curriculum of basic first- and second-year courses which fulfill the general education requirements of most four-year institutions along with core business program requirements. The result is a well-rounded education that prepares students for the demands of upper level courses and/or future employment needs.

How does it transfer?

The 42 hours of general education in the AS Business degree transfers as a block to four-year public colleges and Universities in the State of Missouri, thanks to the credit transfer policy of the Missouri Coordinating Board for Higher Education (CBHE). This degree is structured for entry into baccalaureate degree business programs offered at four-year colleges or universities. As a result, students with the AS will go into four-year public institutions with junior standing and with virtually all of their freshman and sophomore general education requirements completed. This degree also prepares the student for the Bachelor of Science in General Business degree offered through Missouri State University on the West Plains campus. Many private colleges and universities in the state also honor the AS degree.

Why should I get an AS degree?

As pointed out above, having the degree ensures transferability of college credit hours at the freshman and sophomore level. The AS degree also is "locked in," which means the credits will transfer as a block into a baccalaureate degree program, even several semesters after the AS degree's completion. This degree also provides core business courses which allows the student to seek employment in the business field while continuing his education.

For More Information

Missouri State University-West Plains
128 Garfield, West Plains, MO 65775
Phone 417.255.7955 • Toll Free 888.466.7897
Academic Affairs 417.255.7272
WPAdmissions@MissouriState.edu

wp.missouristate.edu

See the current catalog for an official guide.

Associate of Science in Business Degree

Missouri State University-West Plains (MSU-WP) is currently striving to fulfill its mission to provide quality educational services to south central Missouri. Since 1963, MSU-WP has successfully met the needs of its constituents in providing effective learning opportunities to students in liberal arts and transfer education. In the mid-1990's, those opportunities were extended to programs in career and technical education. The proposed Associate of Science (AS) degree in Business fits with the MSU-WP stated mission and would benefit people within the MSU-WP service area.

Within the United States, 7,433,465 business establishments exist, employing 114,509,626 people and generating annual payrolls of \$4,855,545,239,000. (*US Census Bureau 2009 county Business Patterns*, <http://www.census.gov/econ/cbp/>) Within Missouri, 150,892 business establishments exist, employing 2,358,706 people and generating annual payrolls of \$88,809,106,000. (*US Census Bureau 2009 county Business Patterns*, <http://www.census.gov/econ/cbp/>)

Business and entrepreneurial ventures play a very important role in the MSU-WP seven county service area. The U.S. Census Bureau's 2002 County Business Patterns report shows the following distribution in employment in the MSU-WP seven county service area:

County	Number of Establishments by Employment									Total
	001-004	005-009	010-019	020-049	050-099	100-249	250-499	500-999	1000 +	
Douglas	136	31	20	10	5	1	1	0	0	204
Howell	604	225	123	75	22	14	4	2	1	1070
Oregon	142	38	22	13	7	0	0	0	0	222
Ozark	107	35	11	6	5	0	0	0	0	164
Shannon	100	27	16	6	1	2	0	0	0	152
Texas	329	69	56	26	8	4	2	0	0	494
Wright	249	72	42	24	10	2	2	0	0	401
Total	1667	497	290	160	58	23	9	2	1	2707
Percent	61.58%	18.36%	10.71%	5.91%	2.14%	0.85%	0.33%	0.07%	0.04%	

Cum Total	1667	2164	2454	2614	2672	2695	2704	2706	2707	
Cum %	61.58%	79.94%	90.65%	96.56%	98.71%	99.56%	99.89%	99.96%	100.00%	

(Source: U.S. Census Bureau 2002 County Business Patterns (NAICS), <http://censtats.census.gov/cgi-bin/cbpnaic/cbpcomp.pl>)

The US Census Bureau 2009 MSA Business Patterns report shows within the West Plains metro area 1117 business establishments with 12,481 paid employees, generating annual payrolls of \$324,854,000. (US Census Bureau 2009 MSA Business Patterns, <http://censtats.census.gov/cgi-bin/msanaic/msasect.pl>.)

A review of the Bureau of Labor Statistics Occupational Outlook Handbook lists the majority of business and financial occupations as requiring a bachelor's degree as a minimum requirement for the field. (Source Bureau of Labor Statistics, <http://www.bls.gov/ooh/business-and-financial/home.htm>) The proposed AS in Business will serve the needs of MSU-WP students interested in transferring to the Missouri State University (MSU) College of Business (COB) degree programs as well as supporting the economic needs of our service area.

The 62 credit hours AS in Business will support the needs of students planning to transfer to one of the MSU COB bachelor's degree programs. The AS in Business includes the general education courses required by the COB programs as well as the business courses required for admission into COB. No new courses are required for this program as all are options for other Associate of Applied Science (AAS) degrees or the Associate of Arts (AA) in General Studies. The proposed program will give students a seamless transition to the next level of education as well as providing skills that can immediately be put to use in the workplace. The AS in Business fits with the MSU-WP stated mission and would benefit people within the MSU-WP service area.

1. Within the United States, 7,433,465 business establishments exist, employing 114,509,626 people and generating annual payrolls of \$4,855,545,239,000. (Source: US Census Bureau 2009 county Business Patterns, <http://www.census.gov/econ/cbp/>)

2. Within Missouri, 150,892 business establishments exist, employing 2,358,706 people and generating annual payrolls of \$88,809,106,000. (Source: US Census Bureau 2009 county Business Patterns, <http://www.census.gov/econ/cbp/>)

3. The US Census Bureau 2009 MSA Business Patterns report shows within the West Plains metro area 1117 business establishments with 12,481 paid employees, generating annual payrolls of \$324,854,000. (Source: *US Census Bureau 2009 MSA Business Patterns*, <http://censtats.census.gov/cgi-bin/msanaic/msasect.pl>.)
4. A review of the Bureau of Labor Statistics Occupational Outlook Handbook lists the majority of business and financial occupations as requiring a bachelor's degree as a minimum requirement for the field. (Source *Bureau of Labor Statistics*, <http://www.bls.gov/ooh/business-and-financial/home.htm>)
5. The program and curriculum have been reviewed and approved by the MSU-WP Curriculum Committee and Faculty Senate and the Missouri State University Board of Governors.

Associate of Science: Business

Pending BOG and CBHE Approval

The required general education courses for the Associate of Science: Business are listed as follows:

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English Composition (ENG 110 and ENG 210 or 221)	6
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- Biology (BIO 100, 101, 102, 121); Biomedical Sciences: (BMS 110)
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Social Sciences: 9

- Psychology: (PSY 121) and
 - Economics: (ECO 155)
- Choose 1 course from ANT 226, GRY 100 or SOC 150.
- Anthropology: (ANT 226)
 - Sociology: (SOC 150)
 - Geography: (GRY 100)

Courses taken under the pass/not pass option cannot be used to satisfy general education, professional education, or specific degree requirements except as noted in the pass/not pass policy.

Total General Education block hours 42

Other Requirements:

- Computers for Learning: (CIS 101)
- International Business: (BUS 297)
- Fitness for Living: (PED 100)

Total Other Requirements Hours.8

Business Electives:

Choose 4 courses from the 2 lists below: **

Business Core Requirements: Other Business Electives:

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- Managerial Accounting: (ACC 211) — Real Estate (FIN 266)
- Business Law: (LAW 231) — Insurance (INS 211)
- Basic Business Statistics: (QBA 237) — Spreadsheets (CIS 232)
- Microeconomics: (ECO 165) — Journalism: (JRN 270)
- Business Communications: (MGT 286)

Total Business Core Hours 12

Total A.S. Business Degree Hours 62

** While only four Business electives are required to satisfy the degree requirements, please note that all six courses listed under Business Core Requirements are required for admission into the Missouri State University College of Business. The five courses listed under Other Business Electives are either other business electives or courses required for the Missouri State University Bachelor of Science degree in General Business offered on the West Plains campus.



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STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	9	12	13	14	18
Part Time	6	8	9	10	12
Total	15	20	22	24	30

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Form SE - Student Enrollment Projections



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COLLABORATIVE PROGRAMS

Sponsoring Institutions: None: Does Not Apply

Degree program: [Click here to enter text.](#)

Length of agreement: [Click here to enter text.](#)
(open-ended or limited)

1. Which institution(s) will have degree-granting authority?
[Click here to enter text.](#)
2. Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?
[Click here to enter text.](#)
3. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?
[Click here to enter text.](#)
4. Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?
[Click here to enter text.](#)
5. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?
[Click here to enter text.](#)
6. In addition to the information provided by each participating institution regarding Financial Projections (Form FP), please address the following items:
 1. How will tuition rates be determined if they differ among the institutions?
[Click here to enter text.](#)
 2. Has a formal agreement been developed regarding cost-sharing policies? If yes, please include it as part of the proposal. If no, please summarize the current understanding between all parties and the plans for developing a formal agreement.
[Click here to enter text.](#)
 3. What arrangements, if any, have been made for exchange of money between participating institutions?
[Click here to enter text.](#)
7. What commitments have been made by all participants to evaluate the program systematically?
[Click here to enter text.](#)

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8. If one institution wishes to discontinue the program, what agreements exist for terminating the offering?

[Click here to enter text.](#)



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PROGRAM STRUCTURE

A. Total credits required for graduation: 62

B. Residency requirements, if any: To receive an associate degree from Missouri State University-West Plains, the student must complete the last 15 credits in residence on the West Plains campus or its extended campuses. Appeals for exemption to this policy should be addressed to the dean of academic affairs.

C. General education: Total credits: 42

Courses (specific courses OR distribution area and credits):

See below	cr.	cr.	cr.
	cr.	cr.	cr.
	cr.	cr.	cr.
	cr.	cr.	cr.
	cr.	cr.	cr.

D. Major requirements: Total credits: [Click here to enter text.](#)

	cr.	cr.	cr.
	cr.	cr.	cr.
	cr.	cr.	cr.
	cr.	cr.	cr.
	cr.	cr.	cr.

E. Free elective credits: [Click here to enter text.](#) (Sum of C, D, and E should equal A.)

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

The capstone course for this program is BUS 297 International Business

G. Any unique features such as interdepartmental cooperation:

The 62 credit hours AS in Business will support the needs of students planning to transfer to one of the MSU College Of Business bachelor's degree programs. The AS in Business includes the general education courses required by the COB programs as well as the business courses required for admission into COB. No new courses are required for this program as all are options for other Associate of Applied Science (AAS) degrees or the Associate of Arts (AA) in General Studies. This degree is a re-packaging of currently offered coursework.

The proposed program will give students a seamless transition to the next level of education as well as providing skills that can immediately be put to use in the workplace. The AS in Business fits with the MSU-WP stated mission and would benefit people within the MSU-WP service area. See degree sheet attached for specific course requirements

No new courses are required for this program as all are either requirements or options for other Associate of Applied Science (AAS) degrees or the Associate of Arts (AA) in General Studies program. This degree is a re-packaging of currently offered coursework. Therefore, there are no new expenditures for instruction, equipment or ancillary services. There is not expected to be an increase in revenue initially as the students enrolled in the program would already be taking the course work under the Associate of Arts-General Studies degree. Once the program is marketed we expect a modest increase in revenue from students who enroll specifically because we offer this degree option.



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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri State University-West Plains

Program Name Associate of Science - Business

Date October 19, 2012

(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.)

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 student qualifications for this program.

- Characteristics of a specific population to be served, if applicable.
The specific population for this program are those students who intend to 1) pursue the Missouri State University Bachelor of Science in General Business offered at the Missouri State University-West Plains campus or 2) transfer to Missouri State University College of Business or other four year institutions or 3) enter the business field after graduation but may pursue a four year degree in the future.

Faculty Characteristics

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

No special requirements are needed for assignment of teaching for this degree.

- 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 are expected to teach 45.5% of the credit hours.

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

MSU-West Plains currently sponsors Phi Beta Lambda and Enactus (formerly SIFE-Students in Free Enterprise) business clubs and encourages all business students to participate. In addition various local business leaders make presentations to various business classes and the Division works closely with the Small Business and Technology Business Center and the Ozark Small Business Incubator located in West Plains.

Enrollment Projections

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- Student FTE majoring in program by the end of five years.
30 -- See Form SE
- Percent of full time and part time enrollment by the end of five years.
60% Full time and 40% Part Time

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Three year graduation rate of student who indicated business was their major is 20% and the five year graduation rate is 17%
- Special skills specific to the program.
There are no skills specific to this program
- Proportion of students who will achieve licensing, certification, or registration.
There is no licensing, certification, or registration associated with this degree.
- 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.
In Academic year 2012 MSU-WP utilized the CAAP as an exit assessment. In Academic year 2012 60% of general education students scored above the national norm in Writing, 55% scored above the norm in Math, 60% scored above the norm in Reading, 59% scored above the norm in Critical Thinking, and 55% scored above the norm in Science. No program specific normed or criterion-referenced tests are conducted.
- Placement rates in related fields, in other fields, unemployed.
DNA
- Transfer rates, continuous study.
Three year average University wide is 19%

Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.
No program specific accreditation

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys.
DNA

- Expected satisfaction rates for employers, including timing and method of surveys.
DNA