

Missouri Department of Higher Education (MDHE)
NEW PROGRAM PROPOSAL FORM

SIGNATURE PAGE

Sponsoring Institution(s): Fontbonne University

Program Title: Management

Degree/Certificate: Bachelor of Science

Options: N/A

Delivery Sites: Main Campus

CIP Classification (Please provide a CIP Code): 52.0201

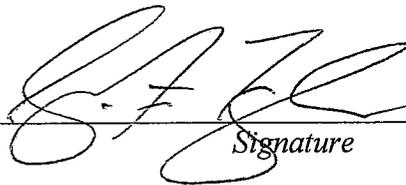
Implementation Date: Fall 2012

Cooperative Partners: N/A

AUTHORIZATION:

Dr. Greg Taylor, Executive Vice
President

Name/Title of Institutional Officer



Signature

8/29/12

Date

Dr. Laurie A. Rodgers, Director-Institutional Research & Assessment
Person to Contact for More Information

314.719.3661
Telephone

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Fontbonne University: *BS-Management 2011-2012*

(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.

- A student in the Management major must have achieved a minimum cumulative grade point average of 2.5 on a 4.0 scale at the time of application for major approval and application for a degree. Major approval is required by the end of the sophomore year. For transfer students, major approval is required by the end of the second semester at Fontbonne.

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

- Not Applicable

FACULTY CHARACTERISTICS

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

- All faculty for this program will possess a master's degree or higher from an accredited institution and have experience and expertise in the management field.

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.

- Approximately 75% of credit hours will be taught by full-time faculty.

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

- Full-time, full-time affiliate and pro-rata faculty members shall have at least three office hours a week. It is suggested that part-time faculty shall have at least one office hour a week. Faculty shall post the times they are available on the office door or on the department bulletin board (see Faculty Employment Policies, p. 56, 4.10.5 Office Hours, <http://www.fontbonne.edu/downloads/FBUVolumeIVJune2009.pdf>)

ENROLLMENT PROJECTIONS

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

- An estimated 15 full-time students will be enrolled in the Management major after 3 years and 20 after five years.

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

- About 83% of the students will be full time after five years and the remaining 17% will be part-time by the end of five years.

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STUDENT ENROLLMENT PROJECTIONS
Fontbonne University: *BS-Management 2012-2013*

Year	1	2	3	4	5
Full-Time	12	14	15	18	20
Part-Time	2	2	3	3	4
Total	14	16	18	21	24

STUDENT AND PROGRAM OUTCOMES

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

- An estimated 10 graduates at the end of 3 years and 15 after five years.

Special skills specific to the program.

- Apply the major theories supporting the practical applications of leadership by analyzing the practices of an organization and recommending improvements.
- Analyze the ability of management to be leaders in the traditional functional areas of planning, organizing, leading, and controlling within an organization.
- Assess the challenges facing management in the 21st century organization and the impact of those challenges on performance.
- Construct solutions to improve management performance with the contemporary issues facing organizations.
- Debate the leadership actions necessary to perform in the 21st century organization.
- Analyze the importance of management skills in the leadership of organizations and practice them in the presentation of analyses and proposed resolutions for leadership issues arising from the contemporary private and public sector workplace.

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

- Not Applicable

Performance on national and/or local assessment, 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 exist assessments in a particular discipline as well as the name of any nationally recognized assessments used.

- ETS® Major Field Test (MFT). This assessment measures the achievement level of general management knowledge and the ability to apply the major concepts and theories of management practiced in the 21st century organization.
- *Capsim® Business Simulation. This assessment measures the achievement level of management knowledge applied to analyze various organizational data in order to diagnose issues needing action and then to formulate, implement, and evaluate the action taken repeatedly over a simulated 8 year period in a team environment.
- Business Internship. This assessment requires a minimum of 150 hours of time in the workplace of an ongoing private or nonprofit organization. Here an outside and independent evaluator measures the level of general management knowledge applied to

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the daily performance of activities and the practice of leadership to analyze issues and propose solutions for implementation.

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

- MFT Exam – is there a particular goal you want them to meet?

Transfer rates, continuous study.

- The Missouri Department of Higher Education (MDHE) has established guidelines for transfer procedures. Fontbonne University's 42-credit hour semester block of general education meets the statewide general education policy. As a signatory, a student who completes this 42-hour block at a Missouri community college will also satisfy Fontbonne University's requirement. An official transcript is required from the sending institution and must reflect that the Missouri General Education Requirements have been met. Transcripts will be evaluated on a course-by-course basis for students who transfer without this block.

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.

- We currently have accreditation through The Accreditation Council for Business Schools & Programs (ACBSP). A report will be filed with ACBSP in Fall 2012 requesting the new BS degree in Management be added as one of our accredited degrees as well. We expect the additional ACBSP accreditation to be awarded once all their requirements have been met.

ALUMNI AND EMPLOYER SURVEY

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

- No survey is currently planned.

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

- No survey is currently planned.

PROGRAM STRUCTURE

Fontbonne University: *Program Name*
Date

A. Total Credits Required for Graduation:	128 Credit Hours
B. Residency Requirements, if any:	None
C. General Education-Total Credits:	42 Credit Hours
Courses (Specific courses OR distribution Area and Credits)	

The student must enroll and receive a passing grade in the following general education courses:

	<u>Course</u>	<u>Cr Hrs</u>
1.	CIS 100 Computer Technology: Issues & Applications	3
2.	PSY 100 Introduction to Psychology	3
3.	COM 102 Public Speaking	3
4.	PHL 221 Business Ethics	3
5.	MTH 105 College Algebra	4

D. Major requirements-Total Credits:

63 Credit Hours

	<u>Course</u>	<u>Cr Hrs</u>
	BUS 200 Professional Development	3
	BUS 202 Principles of Macro Economics	3
	BUS 203 Principles of Micro Economics	3
	BUS 205 Financial Accounting	3
	BUS207 Managerial Accounting	3
	BUS230 Management Principles	3
	BUS 233 Marketing Principles	3
	BUS 241 Business Law	3
	BUS 247 Negotiation Techniques	3
	BUS 303 Public Admin. & Nonprofit Management	3
	BUS 310 Organizational Behavior	3
	BUS 325 International Business	3
	BUS 331 Human Resource Management	3
	BUS 342 Legal Environment of Business	3
	BUS 343 Managerial Finance	3
	BUS 387 Production/Operations Management	3
	BUS 401 Advanced Concepts in Management	3
	BUS 410 Management Information Systems	3
	BUS 470 Strategic Management	3
	BUS 471 Leadership: Managing in a Changing Environment	3
	BUS 473 Major Field Test for Business	0
	BUS 485 Internship in Business Administration	3

Courses required in other disciplines (12 credits):

MTH 115 Introduction to Statistics	3
ENG 201 Business Writing	3
PSY 327 Industrial/Organizational Psychology	3
REL 225 World Religions	3

E. Free Elective Credits (Sum of C, D, and E should equal A):

11 Credit Hours

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

N/A

G. Any unique features such as interdepartmental cooperation:

N/A

Will enrollment be capped in the future? No.

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MARKET DEMAND

National, State, Regional, or Local Assessment of labor need for citizens with these skills.

- This major will prepare students for a broad range of management opportunities in the marketplace as organizations are demanding more from their employees. The U.S. Department of Labor reports that the “job prospects are expected to be better for those who can manage a wide variety of responsibilities than for those who specialize in particular functions”. The Department continues by reporting that the overall employment in the field of management, which includes a variety of administrative service positions, will grow in a range of 12% to 20 % by 2018 (Occupational Outlook Handbook, 2010-2011 Edition).

SOCIETAL NEED

General needs which are not directly related to employment

- In addition, the admissions office of Fontbonne University has found that students are seeking majors at their preferred destination versus concentrations in their areas of interest. The current BS in Business Administration degree, with only a concentration in management, no longer fulfills the needs of the marketplace for business management graduates. This new management major will prepare our students to better compete in today’s economy and allow Fontbonne University, as a preferred destination, to be more competitive in the marketplace. Finally, the proposed addition of a major in management links to the strategic plans of both the University and the Eckelkamp College of Global Business and Professional Studies to continue to offer programs demanded in the marketplace.

METHODOLOGY USED TO DETERMINE “B” AND “C” ABOVE:

- The Occupational Outlook Handbook (2020-11 Edition), published by The Bureau of Labor Statistics

DUPLICATION AND COLLABORATION:

Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools? Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL.

- Other universities in Missouri offer a Bachelor of Science in Management. Fontbonne University is adding this degree to strengthen and support existing programs. It will allow current and future students to compete with graduates from the universities that currently offer the BS in Management.

FINANCIAL PROJECTIONS (For Public Institutions Only):

Please complete Form FP. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate form for each institution.

- Not Applicable

ACCREDITATION:

If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

- The Eckelkamp College of Global Business and Professional Studies has earned accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) for our Bachelor of Science in Business Administration, Bachelor of Business Administration, Bachelor of Science in Sports Management, Bachelor of Arts in Organizational Studies, Master of Business Administration, Master of Management and the Master of Science in Taxation.
- The college will be seeking accreditation for the Bachelor of Science degree in Management from the ACBSP. The program is eligible for accreditation with the ACBSP after the first graduate completes the degree.

INSTITUTIONAL CHARACTERISTICS:

Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

- The proposed addition of a major in management links to the strategic plans of both the University and the Eckelkamp College of Global Business and Professional Studies.
- The development of a specific major in marketing is directly in line with tactics II.2. and II.4.a of Fontbonne's Long Range Plan and tactic II.3.i of the College's Long Range Plan. An explicitly defined major, as opposed to a concentration, is in-demand among prospective students, especially traditional aged students. A degree in marketing has the potential to produce new revenue for the University without siphoning students from other programs. Students who would not normally apply to Fontbonne would do so with the addition of this degree. These characteristics are in line with ECGBPS goal II.4.
- Fontbonne's vision statement says the University will offer educational opportunities that "reflect high standards, interdisciplinary thought and integrated understanding." Furthermore, the College's mission statement mandates that we deliver business programs that are "responsive to current and future business needs" and that prepare students for successful careers. The proposed major in marketing supports these provisions.

Fontbonne University Tactic II.2.f:

II. We will make academic excellence our priority;

2. Increase the visibility and academic reputation of Fontbonne University, particularly among prospective students, among institutions of higher education and in the St. Louis community and beyond;

f. Distinguish and increase visibility of the graduate programs

Fontbonne University Tactic II. 4. a:

II. We will make academic excellence our priority;

4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth;
 - a. Develop new, innovative and modified programs in traditional, non-traditional, hybrid, and online venues

ECGBPS Tactic II.3.i:

- II. We will make academic excellence our priority;
 3. Collaborate with area business and organizations to create experiential learning opportunities and strengthen community relations
 - i. Distinguish and increase visibility of the graduate programs

ECGBPS Goal II. 4:

- II. We will make academic excellence our priority.
 4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth

8. Any Other Relevant Information: