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NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Business Administration

Degree/Certificate: Bachelor of Science

CIP Classification: 52.0201 (Please provide a CIP code)

Implementation Date: Summer, 2009

Expected Date of First Graduation: Fall, 2010

AUTHORIZATION

Jann Weitzel/ VP for Academic Affairs

06/17/10

Name/Title of Institutional Officer

Signature

Date

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Person to Contact for More Information Telephone

Form PG B.S. in Business Administration

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Lindenwood University

Program Name: B.S. in Business Administration

Date: June 17, 2010

Overview

Lindenwood University is an independent, liberal arts university serving over 12,000 students in a broad range of academic programs. The Bachelor of Science Degree in Business Administration is offered by the Lindenwood College for Individualized Education, hereinafter to be referred to as LCIE. It will serve that audience of students who wish to pursue an undergraduate degree in the study of business administration in a liberal arts setting. The Bachelor of Science in Business Administration is both compatible and consistent with the goals and objectives of the LCIE program and the mission of the University.

Student Preparation

The Bachelor of Science in Business Administration is designed as both a degree completion program for students who have completed an Associate of Arts or an Associate of Science Degree in Business Administration or as an entry level degree program for those who wish to pursue and complete a four-year degree program. Upon graduation from the Bachelor of Science Degree program the student should be prepared to enter the field of business or matriculate to a master's degree program.

Faculty Characteristics

All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the areas of Marketing, Management, Accounting, Finance and Economics. Whenever possible, faculty will have teaching experience and management experience.

LCIE has full-time faculty who are qualified to assist in the delivery of the degree. In addition, the value of degrees in LCIE is enhanced by the use of adjunct faculty who are currently employed in all areas of business administration. Using professionals who are

also qualified college instructors will guarantee that the content of the curriculum remains current. Textbooks and course content for sections taught by adjuncts are determined by full time faculty.

Enrollment and Graduation Projections

The LCIE program offers coursework in nine hour clusters over four quarters a year. Since nine hours a quarter constitutes a full time student, a student enrolled in a cluster is full time. Some students choose to attend according to the reimbursement policies of their employers and that might cause them to attend fewer than four quarters a year.

Year	2009	2010	2011	2012	2013
Anticipated New Students	600	600	600	600	600
Anticipated Graduates	200	200	200	200	200

Student and Program Outcomes

Typically, this is a degree program for experienced professionals in the field of business administration and many students will enter the program with corporate certifications in their area of expertise. Many of the program graduates who are currently employed in the field of business complete degrees to enhance career advancement. However, nonprofessional, degree seeking, students enter the program to prepare themselves for career opportunities. The Bachelor of Science Degree in Business Administration program has been in existence since 2009 and enjoys significant enrollment increases each term.

Alumni and Employer Survey

The LCIE program at Lindenwood University has an extremely high satisfaction rate for alumni and employers. There is very little advertising and students are attracted to the program by word of mouth. This is demonstrated by the survey that was given to current students in the spring quarter of 2007. Seventy-two percent responded that they enrolled in the LCIE program because of the recommendation of a friend or coworker. There were 810 respondents.

Faculty and program managers in the LCIE program are currently monitoring the assessment program that has been in place for the past five years. More surveys and follow up on graduates will be included in the 2010 assessment.

Employers who provide tuition reimbursement do so for enrollment in the LCIE program.

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PROGRAM STRUCTURE for B.S. in Business Administration

The degree is offered in a 128 semester hour program where six clusters (fifty-four semester hours) and a capstone course (three semester hours) constitute the core requirements of the degree.

Core Clusters:

Cluster I Accounting/Finance Cluster

IBA 21010 Principles of Financial Accounting (3)

IBA 21011 Principles of Managerial Accounting (3)

IBA 32000 Principles of Finance (3)

Cluster II Economics Cluster

IBA 23011 Principles of Micro Economics (3)

IBA 23012 Principles of Macro Economics (3)

IBA 48040 International Economics (3)

Cluster III Management Information Systems Cluster

IBA 24000 Introduction to Information Systems (3)

IBA 36043 Introduction to Operations Management (3)

IBA 36500 Microcomputer Applications in Business (3)

Cluster IV Management Cluster

IBA 36032 Principles of Management (3)

IBA 36510 Human Resource Management (3)

IBA 46050 Managerial Ethics (3)

Cluster V Marketing Cluster

IBA 35010 Principles of Marketing (3)

IBA 45080 Marketing Management (3)

IBA 48010 International Marketing (3)

Cluster VI Consumer Finance/Business Law Cluster

IBA 32020 Investments (3)

IBA 32030 Consumer Finance (3)

IBA 36061 Business Law (3)

IBA 49900 Business Administration Capstone (3)

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B.S. Business Administration

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full-Time	600	600	600	600	600
Part-Time <small>not applicable</small>					
Total	600	600	600	600	600