☐ PUBLIC

☒ INDEPENDENT

MDHE
Missouri Department of Higher Education

Building Missouri's future...
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NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

Sponsoring Institution: Park University

Program Title: Business Administration/Computer Information Management

Degree/Certificate: BS-Bachelor of Science   **If other, please list:** _____

Options: _____

Delivery Site(s): Whiteman Air Force Base

CIP Classification: 52.1201

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 8/30/2017   *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:

Ashley Morgan, Compliance   8/30/2017

Name/Title of Institutional Officer   **Signature**   **Date**

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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.

No

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

2. **Faculty Characteristics**

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

Eighteen hours in a Masters Level program in field of study

    - 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.

No Full Time Faculty at Delivery Site

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

N/A

3. **Enrollment Projections**

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

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

Unable to determine as we have a mobile population at an Air Force installation.

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STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
FULL TIME					
PART TIME					
TOTAL					

4. **Student and Program Outcomes**
   - Number of graduates per annum at three and five years after implementation.

   > 5

   - Special skills specific to the program.

   >

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

   > Undetermined

   - 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.

   >

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

   >

   - Transfer rates, continuous study.

   >

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

   > N/A

6. Program Structure

A. Total credits required for graduation: 120 Semester Hours for degree with 60 hours in core requirements

B. Residency requirements, if any: 30 Semester Hours

C. General education: Total credits: 43 Semester Hours

Courses (specific courses OR distribution area and credits)

Course Number	Credits	Course Title
AC 201	3	Principles of Financial Accounting
AC 202	3	Principles of Managerial Accounting
EC 141	3	Principles of Macroeconomics
EC 142	3	Principles of Microeconomics
FI 360	3	Financial Management
IB 315	3	International Business Perspectives
MA 120 or MA 171	3	Basic Concepts of Statistics or Finite Math
MG 260	3	Business Law I
MG 315	3	Advanced Business Statistics
MG 371	3	Management and Organizational Behavior
MG 495	3	Business Policy
MK 351	3	Principles of Marketing

D. Major requirements: Total credits: 60 Semester Hours

Course Number	Credits	Course Title
CS 152	3	Introduction to Python Programming
CS 240	3	Web Programming I
IS 205	3	Managing Information Systems
IS 310	3	Business Applications
IS 315	3	Computer Systems Analysis and Design I
IM 425	3	Networking and Security
IM 435	3	Business Analytics
MG 450	3	Project Management

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E. Free elective credits: ^{17} _____
(sum of C, D, and E should equal A)

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

G. Any unique features such as interdepartmental cooperation: _____

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.

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