

OFF-SITE DELIVERY OF AN EXISTING PROGRAM FORM

Sponsoring Institution (s): Lindenwood University

Program Title: Business Administration

Degree/Certificate: Bachelor of Science

Institution Granting Degree: Lindenwood University

Delivery Site(s): Wentzville

Mode of Program Delivery: on ground

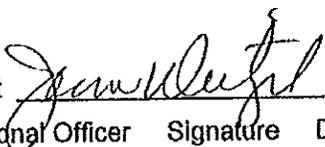
Geographic Location of Student Access: Local

CIP Classification: 520201

Implementation Date: Spring 2013

Cooperative Partners: None

AUTHORIZATION

Jann Weitzel, Provost		10/10/13
Name/Title of Institutional Officer	Signature	Date

Jann Weitzel	636-949-4846
Person to Contact for More Information	Telephone

Form SE

B.S. Business Administration

Need:

Student Demand - maximum capacity for students calculated. Actual enrollments may vary.

Year	2014-15	2015-16	2016-17	2017-18	2018-19
Full Time	112	112	112	112	112
Part Time					
Total	112	112	112	112	112

Please provide a rationale regarding how student enrollment projections were calculated:

Wentzville: 2 sections x 14 students x 4 quarters/year = 112 students (max)

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

Historical demand for students wanting LCIE programs in this location due to population growth in this area. Feedback from Business Advisory Board indicating that the skills provided by this program are in demand.

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Lindenwood University

Program Name: B.S. in Business Administration

Date: October 10, 2013

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 special preparation required.

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

Adult working students seeking an undergraduate general business degree.

2. Faculty Characteristics

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

Master's Degree in the field or out-of-field Master's degree and 18 graduate credit hours in the 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.

Taught by Adjunct Faculty at this location.

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

Special student contact by full-time faculty advisor each quarter for enrollment.

3. Enrollment Projections

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

Approx. 100 BSBA majors at this location.

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

100% full-time enrollment.

4. Student and Program Outcomes

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

Approx. 100 per year from this location.

- Special skills specific to the program.

Accounting, Finance, Business Law, Business Ethics, Management, Marketing (Inc. International), Economics (Inc. International), MIS, Operations Management, Quantitative Methods, Strategic Management.

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

Not applicable, this is a general business program.

- 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.

Assessment used is the ETS Major Field Test – Business, historical results indicate that 100% of students completing the program achieve scores within one standard deviation of the National Comparative Norm.

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

Most of our students are adult working students who already have jobs. Data not captured on placement rates for this program.

- Transfer rates, continuous study.

Approx. 50% of BSBA students enter the program with some transfer credit from 2-year schools. Very few transfer out of the program before completion, because most students who need to relocate out of town are able to transfer their last few credits into Lindenwood to complete their program.

5. Program Accreditation

Accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

6. Alumni and Employer Survey

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

Alumni Survey was administered in September 2013 and results are being tabulated; however initial results indicate a high level of satisfaction among students.

- Expected satisfaction rates for employers, including timing and methods of surveys

Business Advisory Council survey being developed.

7. Institutional Characteristics: demonstrating why your institution is particularly well-equipped to support the program.

LCIE programs have been successfully delivered in the Greater St. Louis area since 1975. Students at offsite locations have access to main campus resources, including the Library.