



Sponsoring Institution(s): Hannibal-LaGrange University

Program Title: Leadership

Degree/Certificate: Master of Arts

Options: Christian Ministry or Organizational Management

Delivery Site(s): Online

CIP Classification: 52.0213 Organizational Management and 39.07 Christian Ministry

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: August 2014

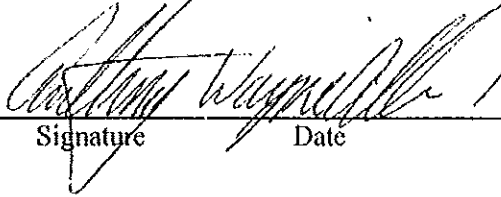
Cooperative Partners: Click here to enter text.

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Dr. Anthony Allen, HLGU President

Name/Title of Institutional Officer

 1-30-14

Signature

Date

Dr. Jill Arnold

Person to Contact for More Information

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Rationale for Proposal of Program

There is a growing need for business and ministry leaders across the country, in order to prepare leaders for the future; Hannibal-LaGrange University is going to offer an online Master of Arts in Leadership with an emphasis in Christian Ministry or Organizational Management. In the Christian Ministry and Organizational Management emphasis, students will use their own personal experience and instructional material to focus on different leadership styles, in the Bible and business world, along with their own. It is important for students to be able to use their own experiences to encourage others, discover their own potential, and learn from one another. Through this program; students will improve their critical thinking skills; apply ethics to their management skills, and gain a Biblical worldview. Once a student completes this degree, it will enhance their opportunity for promotion, salary increase, and personal satisfaction. Hannibal-LaGrange University is the only university in the tri-state area to offer a 30 hour master's program online that will be completed in 1 year. Each class will be 5 weeks, making the program an intense 50 weeks.

Online learning has increased tremendously over the last 5 years, making the working adult the prime target for this type of program. The working adult wants a program that fits their schedule and their lifestyle, HLGU will be offering this type of program in the proposed degree. To meet the needs of these students, HLGU has designed a program where they will be able to continue their education while being employed full-time. Hannibal-LaGrange University is partnered with Learning House to deliver the online courses through Moodle LMS. The University has worked with Learning House for over 10 years, several of our faculty members have taught online classes and students have been successful with this method of distance learning. Through online learning, students get classroom discussion via discussion boards they can post to at their convenience. Someone who may be reserved in a regular classroom can share their views and opinions on the discussion board and not worry about others. By offering this program online, Hannibal-LaGrange University can have students all over the state of Missouri, as well as, other states and countries.

The mission of Hannibal-LaGrange University is to provide an excellent education in both liberal arts and professional disciplines in a distinctively Christian environment that integrates Christian faith and learning in preparing graduates for both personal and career effectiveness. Students that complete the Master of Arts in Leadership degree will be taught how to implement the leadership styles and ethical practices, while maintaining a Biblical worldview, in their current workplace. Through surveys (alumni, employees, and current students) and meetings with community leaders, it was indicated there is a need for this type of program. In 2013, 82% of HLGU graduates applied for graduate school, HLGU will be able to offer alumni more graduate programs through this new Master of Arts degree. After surveying

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alumni, they want to continue their education at Hannibal-LaGrange University and by offering an online master's degree in Leadership; they are able to do that. Hannibal-LaGrange University's mission will be fulfilled through the Master of Arts in Leadership online program.

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STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	15	30	60	80	110
Part Time					
Total	15	30	60	80	110

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

Hannibal-LaGrange University will start new cohorts every August, January, and May of each year, with the two different tracks, Christian Ministry and Organizational Management. The goal is to double our enrollment every year. With the intensity of the proposed program, no class will have more than 17 students in a class. When the number of students reaches 18, the class will be divided into two online classes that are offered simultaneously.

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

Evidence of Market Demand/Societal Need

The Master of Arts in Leadership Program was chosen because of requests from students both on the Hannibal-LaGrange University campus and from other locations. Students were calling for a graduate program in leadership that focused on Organizational Management or a Christian Ministry specialization. Hannibal-LaGrange has been an established Christian college since 1858, and Christian education has been an important area of the undergraduate curriculum (Hurley and Hagood, 1995). Exploration into Christian Ministry uncovered the need for graduate studies in the area of theology and religious studies. Post-baccalaureate degrees in Christian Ministry are growing in popularity as witnessed in 2013. Christian ministry education ranked seventh in the top graduate degree programs of 2013 (Aslanian and Clinefelter, 2013). Preliminary research was also conducted in Business education. The findings from that inquiry revealed that the area of business is the most popular graduate degree program with 39% of the graduate market (Aslanian and Clinefelter, 2013). With online education enrollment growth at



almost 6 percent in 2012, plans were made to complete feasibility studies in these two areas for a possible graduate degree (Allen & Seaman, 2014).

Several feasibility studies, a focus group, and meeting with local employers were also conducted that indicated that there is a need for this type of degree program. A feasibility study of both local and online schools showed that Hannibal-LaGrange's proposed Master of Arts in Leadership in both Organizational Management and Christian Ministry would be a degree that is not currently offered in a totally online format and in 50-calendar weeks. Responses from an online survey of alumni, area businesses, and local churches indicated that over half of the respondents were very interested in the Organizational Management track and one-third of the respondents were very interested in the Christian Ministry track.

A focus group of area pastors was conducted to discuss the need for the Master of Arts in Leadership in the Christian Ministry track. Area pastors from different denominations agreed that there is a need to educate people in the field of Christian Ministry. Many people who serve in churches do not have any formal training. Pastors cited this program as an excellent way for rural pastors and others in Christian Ministry to receive an education while serving at a local church.

From meeting with a large local employer, this corporation supported the creation of a Master of Arts in Leadership with an Organizational Management track, because the group is noting a deficiency in people who are promoted to leadership positions in their organization. The business indicated that training in communication, strategic planning, and human resource management would be great skills for all of their employees.

An online version of the program was proposed for three reasons (a) Hannibal-LaGrange University desired to meet the needs of the students at the HLGU satellite locations and other students who could not reach the Hannibal campus, (b) and students are 65% more likely to choose an online degree from a non-for-profit school, (c) 37% of students select colleges to attend based on the flexibility of the scheduling (Clinefelter & Magda, 2013; Perreault, Waldman, Alexander, & Zhao, 2008). To facilitate Hannibal-LaGrange University's ongoing mission for quality education opportunities for the online program, a director with several support staff has been allocated to the online department. Extensive planning and meetings have been completed by the director with administration and staff to produce the new online program.

To facilitate student learning, the University has contracted with Learning House for years to facilitate a few online classes. This collaboration has provided Hannibal-LaGrange University with support face-to-face programs offered and a certificate that are offered online. The Learning House learning management system and student/faculty support systems are exceptional by providing timely support and great customer service.



Economically, offering a Master of Arts in Leadership will impact the participants in the program and entities tied to the proposed program. According to Aslanian and Clinefelter (2013), 58% of students who graduate from graduate programs report a pay increase and 53% receive a promotion within 12 months after ending a graduate program.

References

Allen, I.E., & Seman, J. (2014). *Grade Change: Tracking Online Education in the United States*.

Babson Park, MA: Babson Survey Research Group and Quahog Research Group.

Aslanian, C. B., & Clinefelter, D. L. (2013) *Online college students 2013: Comprehensive data on demands and preferences*. Louisville, KY: The Learning House, Inc.

Clinefelter, D. L. & Magda, A.J. (2013). *Online learning at private colleges and universities: A survey of Chief Academic Officers*. Louisville, KY: The Learning House, Inc.

Hurley, J. & Hagood, R. (1995). *Hannibal-LaGrange College History*. Marcelline, MO: Jostens.

Perreault, H., Waldman, L., Alexander, M., & Zhao, J. (2008). Graduate business students' perceptions of

online learning: A five year comparison. *The Delta Pi Epsilon Journal* L(3), 164-179.



PROGRAM STRUCTURE

A. Total credits required for graduation: 30

B. Residency requirements, if any: 0

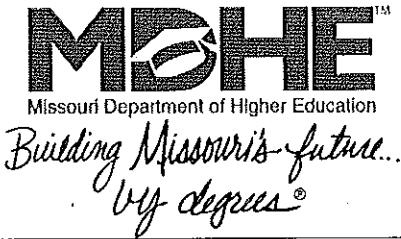
C. General education: Total credits: 18

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
Christian Ministry-Track		
CML5213	3	Old Testament Foundations of Leadership
CML5223	3	New Testament Foundations of Leadership
CML5233	3	Essentials of the Christian Faith
CML5243	3	Organizational Administration for Ministry Leaders
CML5253	3	The Effective Christian Witness
CML5263	3	Christian Counseling
Organizational Management-Track		
OML5113	3	Organizational Behavior & Emotional Intelligence
OML5123	3	Leading as a General Manager & Effective Executive Communication
OML5133	3	Legal Issues in Managerial Leadership
OML5143	3	Managerial Finance
OML5153	3	Organizational Development & Strategic Planning
OML5163	3	Human Resource Management –Employee Development

D. Major requirements: Total credits: 12

Course Number	Credits	Course Title
LDR5013	3	Foundations in Leadership Theory and Practice
LDR5023	3	Ethical Leadership in a Biblical Worldview
LDR5033	3	Organizational Leadership
LDR5093	3	Leadership Capstone Project



E. Free elective credits:

0

(Sum of C, D, and E should equal A.)

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

Complete 27 hours of coursework

In the capstone, students will be evaluated by their action plan that they create through their program. Students will present their action plans during the capstone experience.

G. Any unique features such as interdepartmental cooperation:

Ethical and Biblical Worldview are discussed and focused on in both of these tracks.

Organizational Leadership is one of the core classes that will be taught to both tracks in the Master of Arts in Leadership.



Course Descriptions:

Major Requirements:

LDR5013 Foundations in Leadership Theory and Practice: Considers the development of leadership theory and contemporary thought in leadership as well as the practice of leadership theory. Surveys models, methods, and skills in leadership and their application in diverse settings and cultures.

LDR5023 Ethical Leadership in a Biblical Worldview: Prepares leaders for the cross-functional complexities inherent in organizational life. Helps students develop skills for more effective leadership in the major organizational functions, as well as in the areas of decision making, problem solving, and organizational communication.

LDR 5033 Organizational Leadership: Identifies, connects, and evaluates organizational issues and practices related to effective leadership in organizations; focuses on leading and influencing innovation and change.

LDR 5093 Leadership Capstone Project: Examines case studies of leadership theory/style or individual leaders.

Christian Ministry-Track

CML 5213 Old Testament Foundations of Leadership: Presents an overview of the entire Old Testament, with a focus on key personalities of the Old Testament world. Focuses on the content of the 39 books and the role key leaders played in the history and thought of ancient Israel.

CML 5223 New Testament Foundations of Leadership: Presents an overview of the entire New Testament, with a focus on its key personalities. Focuses on the its 27 books, with special emphasis on the life and teachings of Jesus Christ, the life of the Apostle Paul, and the spread of Christianity in the first-century Roman world.

CML 5233 Essentials of the Christian Faith: Provides an overview of Christianity, including its history, beliefs, and practices. Examines the personal and corporate dimensions of the Christian life and the role of spiritual disciplines within the Christian life.

CML 5243 Organizational Administration for Ministry Leaders: Prepares ministry leaders for the cross-functional complexities inherent in administrative decision making. Focuses on various organizational functions, including finance, operations management, marketing, and human resource management.

CML 5253 The Effective Christian Witness: Examines the Biblical "Great Commission" and its fulfillment by the Christian community throughout history, including the present. Provides

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students with an opportunity to evaluate different methodologies and philosophies in Christian witnessing and to develop their own philosophy and methodology of witnessing.

CML 5263 Christian Counseling: Examines counseling as Christian ministry. Presents contemporary counseling theories related to familial and individual crisis, conflict, and encouragement, utilizing a Christian view.

Organizational Management-Track

OML 5113 Organizational Behavior & Emotional Intelligence: Provides an understanding of practical implications of various theories of human workplace behavior. Examines key aspects of organizational behavior and workplace-related aspects of emotional intelligence.

OML 5123 Managerial Leadership & Executive Communication: Prepares leaders for the cross-functional complexities inherent in organizational life. Helps students develop skills for more effective leadership in the major organizational functions, as well as in the areas of decision making, problem solving, and organizational communication. Addresses the issue of integrating current information technologies.

OML 5133 Legal Issues in Managerial Leadership: Provides students with a foundational knowledge of the legal issues facing both start-up and established business enterprises in the areas of contracts, corporations, employment, insurance, intellectual property, international trade, leases, limited liability organizations, partnership, and homeland security concerns.

OML 5143 Managerial Finance: Discusses elements of business financial decision making, including financial forecasting and development of performance, management of working capital, capital budgeting, capital structure, and raising funds in capital markets

OML 5153 Organizational Development & Strategic Planning: Examines techniques that help organizations improve effectiveness and enhance personal development. Helps students clarify organizational goals and develop and evaluate action plans. Investigates change processes and helps students identify and overcome personal and organizational barriers to change.

OML 5163 Human Resources Management-Employee Development: Examines methods and technologies for developing corporate human resources to enhance workplace effectiveness and improve overall organizational success.



Plans for Accreditation

Currently, we are in the process of seeking North Central Higher Learning approval for this program. The necessary paperwork has been filed with the organization. A site visit is scheduled for late February.

HLGU is also seeking accreditation from the Global Accreditation Center for Project Management for the Organizational Management track in the Master of Arts in Leadership. The accreditation in the Project Management can be obtained after the program has been operation two years and the institution has had one graduating class.

Institutional Characteristics

Hannibal-LaGrange University has been in operation as a school of higher education for over 150 years. The school's mission is to prepare students to perform "Knowledge for Service". Christian education and Biblical worldview have always been at the core of every program at the University. The proposed program for a Master of Arts in Leadership in either Christian Ministry or Organizational Management is an extension of our mission. The courses are meant to serve people in the local and global community in the proposed areas of study. HLGU has qualified faculty and adjuncts in the areas covered in the Master of Arts in Leadership who are terminally degreed and who are active members in their field of study. The Director of Online Programs and many faculty members at HLGU have vast knowledge as students and as teachers in online education. The design of the program is based off a very popular adult education program at HLGU that offers classes in a five-week format. A template for course development has also been developed for each class by the Director of Online with instructors to have continuity throughout the program. Administration in the adult program was pivotal in the design of the online Master of Arts degree. HLGU administration, the strategic planning committee, and the Board of Trustees have supported the creation of this fully online graduate degree and have promised to financially back the program. Also with HLGU's partnership with Learning House to provide customer service and a platform for our online classes, the University is well-equipped to offer this program online to HLGU students.

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