Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Maryville University

Program Title: Organizational Leadership

Degree/Certificate: Bachelor of Arts

Options:

Delivery Site(s): Maryville University, Main Campus

CIP Classification: Organizational Leadership – BA Degree (CIP code) 42.0901

Implementation Date: August 1998

Cooperative Partners:

Expected Date of First Graduation: May 2002

AUTHORIZATION

Dr. Mary Ellen Finch – VP for Academic Affairs June 8, 2011

Name/Title of Institutional Officer Signature Date

Dr. Dan Sparling – Dean, College of Arts and Sciences – 314.529.9436

Person to Contact for More Information Telephone

Missouri Department of Higher Education Proposal for New Program:

Maryville University – Bachelor of Arts (BA) in Organizational Leadership

1. New Program Proposal Form: See Form NP – attached

2. Need:

   A. Student Demand:

      i. Estimated enrollment each year for the first five years for full-time and part-time students (See Form SE – attached)

      ii. Enrollment is expected to be fluid, so we do not foresee a need to cap enrollment in the near future.

   B. Market Demand:

      The program in Organizational Leadership reflects an interdisciplinary focus that integrates theory and practical knowledge from the social sciences, communication, business, and humanities. The program focuses on the human-side of organizations and prepares individuals for leadership positions in corporate, government, not-for-profit, and community organizations.

      According to information compiled from job profiles published by the U.S. Department of Labor Information (http://online.onetcenter.org/, accessed December 2, 2009) occupations in Organizational Leadership have, on average, above average projected job growth rates (2006-2016) and above average approximate median annual salaries (2008):

      Administrative services management (job growth 7 to 13%; median salary $73,520)
      Arbitration, mediation, conciliation (job growth 7 to 13%; ~median salary $50,660)
      Business continuity planning (job growth > 21%; ~ median salary $59,920)
      Compensation/Benefits specialist (job growth of 14 to 20%; ~median salary $53,860)
      Employment interviewing (job growth of 14 to 20%; ~median salary $45,470)
      Equal opportunity assessment (job growth of 3 to 6%; ~median salary $48,890)
      Human resources (job growth of 7 to 13%; ~median salary $87,670)
      Management analysis (job growth > 21%; median salary %75,250)
      Market research analysis (job growth 14 to 20%; ~median salary $61,070)
      Organizational analysis (job growth > 21%; ~median salary $73,570)
      Organizational development (job growth > 21%; ~median salary $77,010)
      Personnel recruitment (job growth of 14 to 20%; ~median salary $45,470)
      Social/community service management (job growth > 21%; ~median salary $55,980)
      Survey research (job growth 14 to 20%; ~median salary $36,220)
      Training and development (job growth of 14 to 20%; ~median salary $87,700)

   C. Societal Need:

      The organizational environment in which we live and work has changed dramatically in recent years and promises to continue to change. Organizational leaders are increasingly expected to manage and operate according to high ethical standards (as demanded by the public), and with attention to concerns about fiscal and human resources. As the world changes, organizations' operations are also expected to change, yet organizational personnel are often not ready for or willing to participate in such change. Nonetheless,

organizational leaders have an obligation to work with others (staff, governing boards, share holders, clients, etc.) to set a vision and strategic direction for their organizations, to establish appropriate fiscal standards and safeguards, and to employ their human resources efficiently and effectively as they operate within their stated missions. As colleges and universities prepare students to enter (or advance) in the work world, they must provide them with the knowledge, skills, and abilities to operate effectively in this fast-paced, change-oriented, global world.

D. Methodology used to determine "B" and "C" above.

Information for Market Demand and Societal Need was gathered from various documents provided by the federal government (e.g., US Department of Labor Occupational Outlook) and relevant professional associations (e.g., American Psychological Association).

3. Duplication and Collaboration

We are not aware of any comparable programs offered at other Missouri institutions. The program will not be offered in collaboration with another institution.

4. Program Structure:
   A. See Form PS – attached
   B. See Form PS – attached
   C. See Form PS – attached
   D. See Form PS – attached
   E. See Form PS – attached
   F. See Form PS – attached
   G. See Form PS – attached

5. Financial Projections (for public institutions only): Maryville University is a private, not-for-profit institution.

6. Program Characteristics and Performance Goals: See Form PG – attached

7. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision.

   We do not have immediate plans to seek accreditation. Given the interdisciplinary nature of the program, there is not an appropriate accrediting agency for this program. We are aware of the standards proscribed by the Academy of Strategic and Organizational Leadership, but the Academy will not accredit programs that are not clearly established.

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

Maryville University is one of the oldest private institutions of higher education in the region serving approximately 3500 students. It is conveniently located within 20 minutes of downtown St. Louis where the professional opportunities for internships and reciprocal relationships with corporate and non-profit partners is significant. Within the region, Maryville is known for its strong undergraduate programs in communication, psychology, business, and English as well as a highly regarded MBA program from which the faculty for this program will be drawn. These existing programs provide a model for the effective integration of professional and liberal learning and they lay a foundation for this program as well. This Master of Arts program in Organizational Leadership is innovative and its curriculum and delivery system are driven by market demands so that students and alumni will be able to develop relevant professional skills that they can immediately apply in their work.

9. Any Other Relevant Information: The Organizational Leadership undergraduate major was first offered in 1998. The MDHE proposal form is being completed at this date to update records.

Form SE

STUDENT ENROLLMENT PROJECTIONS
*Year 1: 2010-2011

Year	1	2	3	4	5
Full Time	17	20	23	26	30
Part Time	35	38	41	44	45
Total	52	55	64	70	75

Form PS

PROGRAM STRUCTURE – Bachelor of Arts in Organizational Leadership

A. Total credits required for graduation: _____128_____

B. Residency requirements, if any: Students must complete at least 30 of the required hours at Maryville

C. General education: Total credits: __54 _____

D. Major requirements: Total credits: __49 (37 Major + 12 Concentration) _____

- ORGL 105 Introduction to Leadership
- ORGL 472 Theories of Organizational Behavior
- Two of the following 3: ORGL 473 Group Dynamics, PSYC/SOC 325 Social Psychology, SOC 381 Urban Sociology
- SOC 354 Gender Roles OR SOC 382 Social Class in Society OR approved PSYC or SOC course in racial/ cultural diversity
- PHIL 325 Ethics: Values and Decision-Making
- COMM 121 Introduction to Contemporary Communication
- PSYC/SOC 341 Understanding Statistical Inference
- PSYC/SOC 342 Research Methods
- MGMT 321 Principles of Management OR MGMT 330 Human Resource Management
- PSCI 215 Introduction to Public Policy
- ORGL 480 Senior Seminar in Leadership
- ORGL 495 Practicum in Leadership
- CONCENTRATION of 12 hours approved by advisor.

E. Free elective credits: __25_____ (Sum of C, D, and E should equal A.)

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

Capstone- Students complete ORGL 480 Senior Seminar in Leadership
Practicum- Students complete ORGL 495 Practicum in Leadership

G. Any unique features such as interdepartmental cooperation:

This program in Organizational Leadership reflects an interdisciplinary focus that integrates theory and practical knowledge from the social sciences, communication, business, and humanities.

Form PG

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name__MARYVILLE UNIVERSITY_____

Program Name___ORGANIZATIONAL LEADERSHIP_____

Date ___APRIL 11, 2011_____

(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.*

  *No special preparation required.

- *Characteristics of a specific population to be served, if applicable.*
  - The program will be delivered in the Day as well as the weekend/evening format. In this format, each class will meet eight times face-to-face and additional instruction will be online to facilitate meeting the needs of full-time working professionals who are seeking a bachelor's degree.

Faculty Characteristics

- *Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.*
  - Faculty members who teach in this program will have at least a master's degree, but most have a terminal degree. Due to the interdisciplinary nature of the program, academic degrees may be in Communication, English, Psychology, Sociology, Philosophy, Political Science, or Business/Management. Adjunct faculty will also have significant experience working in business or non-profit sectors of Organizational Leadership.

- *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.*
  - There are 5 full time faculty members in Psychology and Organizational Leadership that routinely deliver this program's major requirements and electives. There are 3 additional full time faculty members, one in sociology, one in philosophy, and one in communication, who will also offer courses in this program. The management requirement is also typically taught by a full-time faculty member. It is estimated that full time faculty members will teach approximately 85-90% of the credit hours in the program.

- *Expectations for professional activities, special student contact, teaching/learning innovation.*
    - All full time faculty members are expected to participate in an active program of professional development which includes teaching innovation, new course development, service to department/campus/community, and scholarship. Maryville has a well-established Finch Center for Teaching and Learning that sponsors an annual conference on the Scholarship of Teaching and Learning. Faculty members may also choose to participate in a two-year action research project where they study their own teaching and the impact on student learning. Full time faculty members are required to advise students in their degree planning and progress. Faculty members are also involved in mentoring students in their professional development.

Enrollment Projections

- *Student FTE majoring in program by the end of five years.*
    - Approximately 65-75 FTE

- *Percent of full time and part time enrollment by the end of five years.*
    - It is estimated that one-third of students will be enrolled in the program full-time while the other two-thirds will be enrolled part-time

Student and Program Outcomes

- *Number of graduates per annum at three and five years after implementation.*
    - At the conclusion of year three, we anticipate 20-25 graduates. At the conclusion of year 5, we anticipate 65-75 graduates.

- *Special skills specific to the program.*
    - This program blends a strong foundation in organizational theory and leadership with practical applications to a wide variety of fields
    - The curriculum for this program is grounded in the theories and principles of effective leadership and will emphasize the development of practical leadership and communication skills in professional careers.
    - Practicum and internship programs will provide students with opportunities for practical experiences and resume building to enhance competitiveness in the job market.
    - An important component of the program is the focus on diversity awareness, and ethical, socially responsible global leadership and communication.
    - The program will provide tailored learning experiences to meet individual career goals. Capstone projects and elective courses can be tailored for specific career objectives.

- *Proportion of students who will achieve licensing, certification, or registration.*
    - There is no specific licensing or certification for alumni of this 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.*
    - This program does not have a national or local normed test

- *Placement rates in related fields, in other fields, unemployed.*
    - Students enrolled in this program are expected to pursue a variety of positions in a wide variety of fields, including social service agencies, higher education, the corporate and non-profit sector, health care, public service and safety.

- *Transfer rates, continuous study.*
    - IRetention and Graduation rates will be monitored.

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 do not have immediate plans to seek accreditation. Given the interdisciplinary nature of the program, there is not an appropriate accrediting agency for this program. We are aware of the standards proscribed by the Academy of Strategic and Organizational Leadership, but the Academy will not accredit programs that are not clearly established.

Alumni and Employer Survey

- *Expected satisfaction rates for alumni, including timing and method of surveys*
    - Satisfaction surveys among University alumni and employers will take place after years two and five of the program, and then every five years thereafter.
- *Expected satisfaction rates for employers, including timing and method of surveys*
    - Satisfaction surveys among employers (when reasonable and possible) will take place after years two and five of the program, and then every five years thereafter.

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