NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): St. Louis Community College

Program Title: Associate in Applied Science Degree in Business Administration

Degree/Certificate: Associate in Applied Science [AAS]

Options: N/A

Delivery Site(s): St. Louis Community College, Forest Park Campus; including, online delivery of approved online courses

CIP Classification: __52.0101__

Implementation Date: Fall 2012

Cooperative Partners: N/A

Expected Date of First Graduation: Spring 2015

AUTHORIZATION   Name/Title of Institutional Officer Signature Date

Donna Dare, Ph.D., Vice-Chancellor for Academic and Student Affairs

_____   _____

Signature   Date

Person to contact for More Information   Telephone

David Juriga, Chair   **(314) 644-9753**

Business Administration   **Forest Park**

OFF-SITE DELIVERY OF AN EXISTING PROGRAM FORM

Sponsoring Institution (s):   St. Louis Community College

No off-site delivery, except online delivery of approved online courses

Program Title: Associate in Applied Science in Business Administration

Degree/Certificate: Associate in Applied Science

Institution Granting Degree: St. Louis Community College [all campuses]

Delivery Site(s):   Florissant Valley Campus, Forest Park Campus, Meramec Campus, Wildwood Campus (forthcoming), South County Education Center, Harrison Center, and online delivery of approved online courses

Mode of Program Delivery: Lecture, learning activities, oral and written presentations; online delivery of courses approved as online/hybrid

Geographic Location of Student Access:

 Campus delivered courses: St. Louis metropolitan area, including St. Louis City, St. Louis County, and surrounding Illinois and Missouri counties;

 Online delivered courses: the contiguous states of the United States of America.

CIP Classification: __52.0101_____ (Please provide CIP code)

Implementation Date: Fall semester 2012
Semester and Year

Cooperative Partners: N/A

AUTHORIZATION

Name/Title of Institutional Officer Signature Date

Dr. Donna Dare, Vice-Chancellor of Academic Affairs and Student Services

_____   _9/30/11_

Signature   Date

Person to Contact for More Information Telephone

Dr. Gail Heyne Hafer, Curriculum Director   [314] 984-7291

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	2	2	3	3	3
Part Time	9	11	13	15	18
Total	11	13	16	18	21

Student Profile:

Students enrolled in the current career and technical education degree programs in business are part-time students, who take several years to complete the associates degree. They are characteristically adult learners with families, who are motivated to complete degrees in order to realize promotions at work, or for the opportunity to assume additional responsibilities on the job. Although we do not anticipate a sizeable first year cohort, the program is destined to grow as employers become aware of the educational opportunity, and promote it to their employees. The program coordinator will also promote the program through an advisory group and local trade associations.

We also have a targeted group of students who begin as candidates for the AA [associate in arts] degree in Business Administration; persevere for two semesters, but then drop out of school. These students begin with the anticipation that their prior knowledge will permit them to enter and complete courses at the collegiate level; when, in fact, they are often deficient in math and English, and require developmental courses before taking courses that count toward the degree. Challenged with economic, lifestyle, and time-constraints, this group becomes discouraged and leaves school. The AAS in Business Administration degree is positioned to provide an alternative for these students. Please refer to *Appendix A* at the conclusion of this document that shows the most recent collected data on student retention in the AA degree in Business Administration.

Economic Outlook:

As the largest populated region in the state of Missouri and historically a strong manufacturing base, St. Louis is undergoing an economic restructuring due to two major vehicle assembly plants closings. According to the U.S. Census Bureau, the subsequent recession will affect the mix of industries. St. Louis' manufacturing base is not exclusive to automotive and related businesses. At this time, manufacturing still employs over 10% of the region's employed persons. The healthcare industry employs over 13% of the region's employed personnel.

The Missouri Economic and Research Center [MERIC] http://www.missourieconomy.org/ reports the job outlook for the St. Louis, Missouri region and surrounding counties. Out of a scale of A+ to C-, it provides an A- job outlook rating for *first line supervisory positions* in the St. Louis region. Persons interested in seeking first-line supervisory positions are specifically targeted as beneficiaries

of a degree in Business Administration. The Business Administration degree also serves students seeking entry level careers as *general office clerks* [B-}, *customer service representatives* [B], and *manufacturer's sales representatives* [B].

MERIC also reports high growth projections [a 21.3% growth rate] for the *financial services* and insurance services industry. Students currently employed in the financial services industry, or, students who have career interests in this industry will benefit from the global approach to the structure of the AAS in Business Administration. According to O-Net [online service reports job outlook, U.S. Bureau of Labor Statistics] additional industries that report an average or faster than average projected need include: administrative support services, government, retail trade, and healthcare and social assistance.

APPENDIX A
COHORT RETENTION RATE
Fall 2009 - Fall 2010

Campus	Major	Cohort	Fall 2009		
	AA – Associate of Arts	Return	Fall 2010		
		Full/Part	Head Count	Returned	% Returned
FV	Bus. Administration	Full Time	199	80	40%
	Bus. Administration	Part Time	270	98	36%
	Bus. Admin - Mgt	Full Time	76	36	47%
	Bus. Admin - Mgt	Part Time	65	22	34%
Total			610	236	39%
FP	Bus. Administration	Full Time	127	56	44%
	Bus. Administration	Part Time	185	72	39%
	Bus. Admin - Mgt	Full Time	39	16	41%
	Bus. Admin - Mgt	Part Time	51	15	29%
Total			402	159	40%
M	Bus. Administration	Full Time	379	169	45%
	Bus. Administration	Part Time	268	118	44%
	Bus. Admin - Mgt	Full Time	64	31	48%
	Bus. Admin - Mgt	Part Time	40	15	38%
Total			751	333	44%
W	Bus. Administration	Full Time	59	27	46%
	Bus. Administration	Part Time	43	14	33%
	Bus. Admin - Mgt	Full Time	9	7	78%
	Bus. Admin - Mgt	Part Time	9	2	22%
			120	50	42%
District					
Total			1883	778	41%

COLLABORATIVE PROGRAMS

Sponsoring Institutions: No collaborative Agreements.

Degree is sponsored only by: St. Louis Community College, its 4 academic campuses and 2 satellite education centers

Degree program: Associate in Applied Science [AAS] In Business Administration

Length of agreement: N/A

1. Which institution(s) will have degree-granting authority?

   St. Louis Community College

2. Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?

   St. Louis Community College

3. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?

   _____N/A_____

4. Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?

   St. Louis Community College

5. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?

   _____N/A_____

6. In addition to the information provided by each participating institution regarding Financial Projections (Form FP), please address the following items:
   1. How will tuition rates be determined if they differ among the institutions?

      _____N/A_____

   2. Has a formal agreement been developed regarding cost-sharing policies? If yes, please include it as part of the proposal. If no, please summarize the current understanding between all parties and the plans for developing a formal agreement.

_____N/A_____

3.   What arrangements, if any, have been made for exchange of money between participating institutions?

_____N/A_____

What commitments have been made by all participants to evaluate the program systematically?

_____N/A_____

If one institution wishes to discontinue the program, what agreements exist for terminating the offering?

_____N/A_____

PROGRAM STRUCTURE

A. Total credits required for graduation: 64 – 66 semester credit hours

B. Residency requirements, if any: _____N/A_____

C. General education: Total credits: 18 – 19 semester credit hours + 2 credits of Physical Education

Courses (specific courses OR distribution area and credits):

Career English	3 cr.	(or) English Comp.	3 cr.
Oral Communication	3 cr.	(or) Public Speaking	3 cr.
Intermediate Algebra	3 cr.		
MO State Requirement (history)	3 cr.		
Social & Behavioral Science	3 cr.		
Life & Physical Science	3-4 cr.		
Total	18-19 cr.		

D. Major requirements: Total credits: _____26 – 27 semester credit hours_____

Intro. To Bus. Administration	3 cr.		
Principles of Macroeconomics	3 cr.		
Principles of Microeconomics	3 cr.		
Applied Accounting	3 cr.		
Financial Accounting I	4 cr.		
Managerial Accounting	3 cr.		
Business Law I	3 cr.	(or) Legal Environment of Business	3 cr.
Introduction to Windows	1 cr.		
Microcomputer Literacy	3 cr.	(or) Microcomputer Applications in Business	4 cr.
Total	26-27 cr.		

D. Additional Requirements: Total Credits: _____12 semester credit hours_____

Area of Concentration (choice)			
Marketing			
Advertising Theory	3 cr.	(or) Principles of Selling	3 cr.
International Business	3 cr.		
Principles of Marketing	3 cr.		
Persuasion	3 cr.		
Management			
Intro. To Supervision	3 cr.	(or) International Business	3 cr.
Human Resources Management	3 cr.		
Managerial Leadership	3 cr.		
Bus. Organization and Management	3 cr.		
Finance			
Personal Finance	3 cr.		
Intro. To Investments	3 cr.		
Fundamentals of Finance	3 cr.		
Microcomputer Applications-Data -base	1 cr,		
Excel for Windows	2 cr.		
General Business			
International Business	3 cr.		
Principles of Marketing	3 cr.		
Bus. Organization and Management	3 cr.		
Fundamentals of Finance	3 cr.		
Total	12 cr.		

E. Free elective credits: ____6 semester credit hours ___

Computer Accounting Applications in Business	3 cr.		
Computer Accounting Applications – Spreadsheets	3 cr.		
Small Business Management	3 cr.		
Entrepreneurship	3 cr.		
Microcomputer Applications – Spreadsheets	1 cr.		
HTML	1 cr.		
Bus. Organizational Behavior & Dynamics	3 cr.		
Case Studies in Supervision	3 cr.		
Purchasing Management	3 cr.		
Introduction to Advertising	3 cr.		

Public Relations	3 cr.		
General Psychology	3 cr.		
Business Ethics	3 cr.		
Total	6 cr.		

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

Students will complete and pass the ETS [Education Testing Services] exam for the Associate Degree in Business Administration. As described by Educational Testing Services*, the exam is intended to:

- Measure students' academic achievement in subject matter representative of two-year business programs;
- Provide information to students regarding their level of achievement;
- Provide information to faculty regarding the achievement of their students, with information that can be used to assess their performance relative to their specific mission and objectives;
- Provide information to share with advisory committees; and, facilitate the development of goals and educational programs that enhance the accountability of the program;
- Help refine curriculum, gauge individual student progress, and compare our students to those other two-year business programs throughout the United State.

Major areas covered by the test are:

1) Accounting (about 30% of questions)
2) Management (about 30% of questions)
3) Marketing (about 20% of questions)
4) Economics (about 20% of questions)

*Copyright © 2007 by Educational Testing Service. All rights reserved. ETS, the ETS logo and LISTENING. LEARNING. LEADING. are registered trademarks of Educational Testing Service (ETS). 7159

G. Any unique features such as interdepartmental cooperation:

Elective credits provide students with an opportunity to earn credits across departments within St. Louis Community College. Students can complete a variety of elective courses in psychology, communications, and philosophy [Business Ethics].

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: **St. Louis Community College**

Program Name: **Associate In Applied Science degree In Business Administration**

Date: -   **September 29, 2011**   `    `

Overview:

The AAS – Associate in Applied Science Degree in Business Administration serves the educational needs of students who seek immediate employment in a functional area of business; or, students who are pursuing advancement opportunities in their current places of employment.

Student Preparation

Students will complete entry level college assessment [COMPASS] exams that evaluate reading, sentence structure, and mathematics proficiency for accurate placement in college level courses; and, developmental sequences. One or more of the following criteria will exempt a student from completing the entry level college assessment:

- Student provides academic credentials [transcripts from other higher learning institutions] showing successful completion with a "C" grade or better in college level reading, writing, and mathematics courses;

- An ACT score earned within the last three years documenting a reading score of 18 or higher to waive the reading test; an English score of 18 or higher to waive the writing test; a math score of 23 or above to waive the math test;

- A SAT score earned within the last three years documenting a critical reading score of 500 or above to waive the reading and writing tests; a math score of 580 or above to waive the math test.

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

The program is positioned for persons who seek immediate employment in a functional area of business; or, for students whose employers require additional knowledge and skill in areas such as human resources management, sales, marketing, customer service, finance, operations management and/or first-line supervision.

Faculty Characteristics

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

Faculty teaching the general education courses listed in this degree will be credentialed in his/her specific discipline, with a minimum of a Master's degree in the discipline. Faculty teaching required courses will be credentialed in his/her discipline, with a minimum of a Master's degree in the discipline, or, a Master's in Business Administration with a concentration in the functional area that he/she is teaching, e.g., marketing, management, finance, international business, accounting, or information systems.

- **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.**

    It is estimated that 50% of the credit hours for this degree will be assigned to full time faculty.

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

    Faculty will post campus hours for student contact and interaction, beyond classroom meetings. Faculty will utilize the College's approved course management system [Blackboard™] for posting general classroom documents, and, for more extensive class notes and assignments, if the course is approved for teaching in an online or a hybrid format.

    Faculty teaching online will be requested to participate in the College's Center for Teaching and Learning workshops and other professional development activities.

    As an original chartered member of the League for Innovation, St. Louis Community College full-time faculty will have the opportunity to utilize professional development funds to attend League of Innovation conferences.

    Program coordinator will manage a professional advisory committee that will meet two times during an academic year for the purpose of reviewing the knowledge and skill development in the program, and, to make recommendations for changes and improvements.

Enrollment Projections

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

    21 students   [3 full time students and 18 students who are enrolled in two or more classes per semester]

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

    14% full time students; 86% part-time students

Student and Program Outcomes

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

    Three years: 4 ; Five years: 8

- **Special skills specific to the program.**

    Students will be required to complete a nationally normed Education Testing Skills [ETS] exam administered during the final semester of their program.

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

    N/A

- **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.

- 70% of students who complete a nationally normed exam administered by ETS [Education Testing Skills] Services will score above the 50th percentile.
- 70% of students completing the AAS in Business Administration will successfully demonstrate foundational knowledge in the business disciplines.
- 70% of students completing the AAS in Business Administration will successfully complete an oral presentation using language and media appropriate to the defined audience.
- 70% of students completing the AAS in Business Administration will successfully lead a small group project in a business-discipline course.
- 70% of students completing the AAS in Business Administration will successfully demonstrate proficiency in the use of information technology.

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

  70% of students completing the AAS in Business Administration will successfully locate employment in the field within 3 months of graduation; or, transfer to a baccalaureate granting institution

- **Transfer rates, continuous study.**

  This program is not a designated transfer program, although specific courses will transfer to Bachelor's degree granting institutions.

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.**

  St. Louis Community College is accredited by North Central Accreditation, Higher Learning Commission. The business divisions at each campus align their credentials and course credentials with AACSB [The Association to Advance Collegiate Schools of Business]. The College is exploring a two-year accreditation, in association with the ETS:

  We are currently exploring membership with ACBSP [Accreditation Council for Business Schools and Programs], a discipline-specific accreditation body that accredits associate degree programs.

Alumni and Employer Survey

- **Expected satisfaction rates for alumni, including timing and method of surveys**

  Graduates of the program will be surveyed within three months of graduation to determine employment status, career goals, and program satisfaction rates. Our goal is to realize a minimum of 90% satisfaction rate from alumni of the program. Survey will be conducted online and by phone.

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

  Service area employers will be surveyed annually to determine reliability of program. The method of survey will be online and by phone. It is expected that a minimum of 90% of employers surveyed will report they are satisfied with the knowledge and skill exhibited by program graduates.