



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

03/17/2023

Institution

Southeast Missouri State University

Site Information

Implementation Date:

8/21/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Southeast Missouri State University, One University Plaza, Cape Girardeau, MO, 63701

CIP Information

CIP Code:

490104

CIP Description:

A program that prepares individuals to apply technical knowledge and skills to the management of aviation industry operations and services. Includes instruction in airport operations, ground traffic direction, ground support and flightline operations, passenger and cargo operations, flight safety and security operations, aviation industry regulation, and related business aspects of managing aviation enterprises.

CIP Program Title:

Aviation/Airway Management and Operations

Institution Program Title:

Aviation Management

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

No specific preparation other than meeting university admissions requirements



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Specific Population Characteristics to be served:

n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

No requirements beyond the University's qualifications to teach at the undergraduate level in this discipline in adherence to HLC criteria.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

80% of credit hours will be assigned to full time faculty.

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

There are no expectations beyond what is required of full-time faculty per current guidelines and policies.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 0	
Year 2	Full Time: 9	Part Time: 1	
Year 3	Full Time: 15	Part Time: 5	Number of Graduates: 10
Year 4	Full Time: 30	Part Time: 10	
Year 5	Full Time: 40	Part Time: 10	Number of Graduates: 15

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

There are no plans to seek accreditation at this time.

Program Structure

Total Credits:

120

Residency Requirements:

University requirements: 30 of the last 60 hours must be earned at SEMO. <https://semo.edu/student-support/academic-support/registrar/bulletin/policies.html#graduation>

General Education Total Credits:

42

Major Requirements Total Credits:

57

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
000	0	See Attached

Free Elective Credits:

21



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Internship or other Capstone Experience:

N/A

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: Doug Koch

Email: dskoch@semo.edu

Phone: 573-986-6777

B.S. in Aviation Management

Total Degree Requirements: 120 credit hours

Major Courses: 57 credit hours

Additional Requirements: 9 credit hours

Electives: 24 credit hours

General Education Courses: 30 credit hours additional (with 12 credit hours already required)

Program Goal: To prepare students for careers including but not limited to the following.

Airport Management and Operations

Aviation Consulting/Planning

Federal Aviation Administration

Aviation Safety Management

Air Traffic Control

Aviation Administration

Aviation Security

Passenger Service Personnel

Proposed Curriculum

57 credit hours		
Course	Title	Cr.
AC221	Principles of Accounting	3
AV100	Introduction to Aviation	3
AV301	Aviation Safety	3
AV306	Aviation Management I	3
AV395	Aircraft Performance	3
AV406	Aviation Management II	3
AV408	Human Factors in Aviation	3
AV430	Professional Flight	3
AV450	Aviation Capstone	3
BA400	Applied Ethical Leadership	3
CM330	Construction Planning and Scheduling	3
EC215*	Select 3 credit hours: Principles of Microeconomics or	3
MN220*	Engineering Economic Analysis	
ET384	Unmanned Aircraft Systems Law, Policy, and Safety	3
IM300	Technical Communication	3
MG301	Principles of Management	3
MG356	Foundations of Human Resource Management	3
MI001	Microsoft Excel Certification	0
MI101	Introduction to Computer Applications	3
MI375	Management Information Systems	3
MK301	Principles of Marketing	3
Total		57
	Additional Requirements: 9 credit hours	

Course	Title	Cr.
EN140*	Rhetoric and Critical Thinking	3
	Select 3 credit hours:	
MA116*	Precalculus A or	3
MA123*	Mathematical Reasoning and Modeling	
	Select 3 credit hours:	
SC105*	Fundamentals of Oral Communication or	3
SC155*	Interpersonal Communication	
Total		9

Recommended courses to prepare for certification		
Course	Title	Cr.
AC222	Principles of Accounting II	3
FI361	Financial Management	3
FI362	Advanced Financial Management	3
HM390	Hospitality Sales and Marketing	3
HM406	Hospitality Strategic Marketing	3
MG354	Business Negotiation: Concepts and Practice	3
MG362	Management Skills	3
MG457	Organizational Behavior	3
MG473	Internship in Management	1-6
MK343	Integrated Marketing Communications	3

* Courses that double count for general education. Total of 12 credit hours.

Several classes are the foundation for the American Association of Airport Executives (AAAE) Certified Member (C.M.) body of knowledge. “This designation signifies that you have a diverse knowledge of the primary functions of how an airport operates....” (AAAE website, accessed 2/2/23, https://www.aaae.org/AAAEMember2020/AAAEMember2020/Training-and-Certification-/CM_Program.aspx)

The list of recommended courses to prepare for certification is for advising purposes only and will not be included in the bulletin.

BOARD OF GOVERNORS
MOTION CONSIDERATION FORM

March 10, 2023

Open Session

I. Motion to be Considered:

Authorize and approve the new BS in Aviation Management.

II. Background:

Justification: The introduction of the Professional Pilot program at Southeast Missouri State University has been a terrific opportunity for students to enter an industry in high demand on a regional and national level. In addition to the professional pilot opportunities, employers in the industry have indicated a growing need for bachelor’s level aviation management professionals. A feasibility study of a BS in Aviation Management was conducted by EAB in August 2022. Data from the study identified a sustained demand for management level knowledge, skills, and abilities for the industry to meet the growing needs.

A collaboration between the Department of Management in the Harrison College of Business and Computing and the Department of Engineering and Technology in the College of Science, Technology, Engineering, and Mathematics was created to design a BS in Aviation Management. This program combines the essential courses in aviation with the essential courses in business that will allow students to enter the industry with the emerging skills that will meet the various career opportunities available in the future.

Aside from the addition of one new course, the program will be built around existing courses. The program has been designed to allow students who may choose to transfer from the Professional Pilot program into Aviation Management with few new requirements, and the recommended courses for industry-recognized certification are designed to provide increased flexibility for students to tailor their degree. The program is designed to allow new students to

Recommended By:

Student Government _____	Chairperson _____
Faculty Senate _____	Dean _____
Administrative Council _____	Academic Council _____
VP, Enroll. Man. & Stu. Suc. _____	Provost _____
VP, Finance & Admin. _____	
VP, University Advancement _____	President _____

Board Action on: _____	Postpone: _____
Motion By: _____	Amend: _____
Second By: _____	Disapprove: _____
Vote: Yeas: _____ Nays: _____	Approve: _____
Abstentions: _____	Secretary: _____

complete the bachelor's degree in a four-year period and for students that transfer in or change their major to Aviation Management to also complete the degree in four years.

Need: As the demand for domestic and global travel increases, the aviation, and aviation-centered industry, is expected to exceed its 2019 pre-pandemic peak in decades to come. However, recent industry challenges worsened by labor shortages have underscored that the labor force is too small to support aviation’s current demand and even more challenges will be encountered with the anticipated growth.

Labor market analysis suggests a growing need for a bachelor’s-level Aviation Management program at a regional and national level. National data from the EAB study revealed a 2.44% employer demand growth from July 2019 to June 2022, compared to a 1.72% growth demand for all bachelor-level professionals. Additionally, the Bureau of Labor Statistics shows a national growth of 5.8% from 2021 to 2031 for General and Operations Managers and much higher growth percentages for specialized operations managers.

The program prepares students for the option of taking the Certified Member exam and obtaining certification through the American Association of Airport Executives (AAAE). This certification is a valuable credential when seeking employment within the airport management profession.

Program Summary: The proposed Aviation Management program combines aviation and business knowledge, skills, and abilities to prepare students to enter the workforce.

The program will require 120 credit-hours, with a combination of aviation and business courses. The recommended courses are designed to meet industry specific outcomes while providing flexibility for new students, those that change majors, and transfer students so they can complete in four years.

The anticipated enrollments and number of degrees awarded are:

BS in Aviation Management	Enrollment Fall 2023	Enrollment Fall 2024	Enrollment Fall 2025	Enrollment Fall 2026	Enrollment Fall 2027
Full Time	5	9	15	30	40
Part Time	0	1	5	10	10
TOTAL	5	10	20	40	50
	Degrees Awarded 2023-2024	Degrees Awarded 2024-2025	Degrees Awarded 2025-2026	Degrees Awarded 2026-2027	Degrees Awarded 2027-2028
	0	0	10	12	15