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Missouri Department of Higher Education

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NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

Sponsoring Institution: ~~St. Charles Community College~~ St. Louis Community College

Program Title: Business Administration

Degree/Certificate: AA-Associate of Arts   **If other, please list:** _____

Options: _____

Delivery Site(s): St. Louis Communication College - all locations

CIP Classification: 24.0101

CIP Code can be cross-referenced with programs offered in your region on MDHE's program inventory.
Click here for link to NCES CIP site.

Implementation Date 02/2020   *please use MM/YY date format.*

Is this a new off-site location? No ☒ **Yes** ☐

If yes, is the new off-site location within your institution's current CBHE-approved service region? Yes ☐

*If no, public institutions should consult the comprehensive review process.

Is this a collaborative program? Yes ☐ **No** ☒ *If yes, please complete the collaborative programs form on page 6.*

CERTIFICATIONS:

☒ The program is within the institution's CBHE approved mission. *(public institutions only)*

☐ The program will be offered within the institution's CBHE approved service region. *(public institutions only)*

☐ The program builds upon existing programs and faculty expertise.

☐ The program does not unnecessarily duplicate an existing program in the geographically applicable area.

☐ The program can be launched with minimal expense and falls within the institution's current operating budget. *(public institutions only)*

AUTHORIZATION:

Name/Title of Institutional Officer	Signature	Date
Andrew Langrehr, Ph.D., Vice Chanc. Acad. Affr.	Johnson, Joyce S. (jjohnson789) *Digitally signed by Johnson, Joyce S (jjohnson789) Date: 2019.11.26 14:02:50 -06'00'*	11/26/2019

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Although 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. Qualifications of performance goals should be included wherever possible.

If you need more than one line of text to answer questions 1–5, please attach a Word .doc.

1. **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 admissions procedures or student qualifications are required.

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

2. **Faculty Characteristics**

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

Faculty for each course must have the credentials required by the Higher Learning Commission.

   - 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.

Approximately 50% of the faculty will be full time; and 50% will be adjunct faculty.

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

It is the intention of STLCC to adhere to AACSB prescribed professional development opportunities.

3. **Enrollment Projections**

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

140 full time and 90 part time students

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

98 full time (70% of full time students) and 63 part time (70% of part time students)

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
FULL TIME	100	110	120	130	140
PART TIME	60	70	80	84	90
TOTAL	160	180	200	214	230

4. **Student and Program Outcomes**
   - Number of graduates per annum at three and five years after implementation.

     We estimate a minimum of 60 graduates per year at three years, and 80 graduates per year at five years.

   - Special skills specific to the program.

     Beginning accounting principles, economic theories, marketing strategies, and basic software knowledge.

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

     Not applicable to 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.

     No standardized assessments will be used in this program

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

     This is intended as a transfer degree.

   - Transfer rates, continuous study.

     We anticipate in excess of 70% of graduates will transfer to 4-year institutions.

5. **Program Accreditation**
   - Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide a rationale

     No specific program accreditation is available for this program

6. Program Structure

A. Total credits required for graduation: 61-62

B. Residency requirements, if any: student must earn at least 15 credit hours at STLCC

C. General education: Total credits: CORE 42

Courses (specific courses OR distribution area and credits)

Course Number	Credits	Course Title
ENG 101, 102, or 103	6	College Comp I, College Comp II, and/or Report Writing
COM	3	Select from CORE 42 Oral Communication courses
ECO 151	3	Principles of Macroeconomics (MOTR ECON 101)
ECO 152	3	Principles of Microeconomics (MOTR ECON 102)
Mathematics	4	Select from MTH 160 (MOTR MATH 130) or MTH 185 or higher
Humanities & Fine Art	9	Select from approved CORE 42 courses
Natural Sciences	7	Select from approved CORE 42 courses, at least 1 must be a lab course
CORE 42 elective	4	Select from approved CORE 42 courses
Civics	3	Select from a CORE 42 Civics course

D. Major requirements: Total credits: 19-20

Course Number	Credits	Course Title
ACC 110	4	Financial Accounting
ACC 114	3	Managerial Accounting
BUS 104	3	Introduction to Business Administration
BUS 201 or MTH 180	3-4	Elementary Statistics or Introductory Statistics (MOTR MATH 110)
Business Electives	6	Select from BLW 101 Business Law or BLW Legal Env. of Bus.
		or FIN 201 Fundamentals of Finance
		or IB 100 International Business
		or IS 116 Computer Literacy
		or MGT 204 Business Organization and Management
		or MKT 203 Principles of Marketing

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E. Free elective credits: <u>0</u>
(sum of C, D, and E should equal A)

F. Requirements for thesis, internship or other capstone experience: <u>none</u>

G. Any unique features such as interdepartmental cooperation: <u>none</u>

7. Need/Demand

☒ Student demand

☒ Market demand

☐ Societal need

☒ I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.

Please provide response to the statements below.

1. What are the specific sources of funds to support the new proposed program?

tuition and fees, local tax revenue, state allocations

2. If the new program is being funded through the "core institutional budget," what amount of funds will be reallocated and from which areas?

No reallocation of funds will be necessary; funds are already allocated to faculty and instructional materials for our current AAS, CP, and CS programs.

3. Are there any programs that will be deleted as a result of implementing this new program?

The AAS in Business Administration will be deactivated after current students complete the program.

4. If the program will be supported by external funds, have the funding agency, the amount of funds, and whether they are one-time or ongoing funding been identified?

No external funds will be used at this time.

5. In those circumstances for which one-time or limited duration funds are an integral component of the financing arrangements for the new program, please define a transition plan for the period when the one-time or limited duration funds cease to be available.

not applicable