

COVER PAGE

INSTITUTION: Indiana University East

COLLEGE: School of Business and Economics

DEPARTMENT:

FORM OF RECOGNITION TO BE AWARDED / DEGREE CODE:
B.S. Business Administration

SUGGESTED CIP CODE:

LOCATION OF PROGRAM / CAMPUS CODE: New Castle, IN
PROJECTED DATE OF IMPLEMENTATION: Spring 2012

DATE PROPOSAL WAS APPROVED BY
INSTITUTIONAL BOARD OF TRUSTEES:

SIGNATURE OF AUTHORIZING
INSTITUTIONAL OFFICER

DATE

DATE RECEIVED BY COMMISSION FOR
HIGHER EDUCATION

COMMISSION ACTION (DATE)

ABSTRACT

Bachelor's Degree Completion Program
Business Administration
Offered by Indiana University East at New Castle, IN

Objectives:

At the request and encouragement of the Henry County community and the IU East New Castle Advisory Board, IU East is requesting approval to grant a degree completion program in Business Administration at the Danielson Center in New Castle, Indiana. IU East currently offers the full Junior and Senior curriculum in Business Administration at the Lawrenceburg and Madison sites, enabling students to complete the baccalaureate degree at those locations. The New Castle site option will provide more comprehensive services to students in the entire IU East service region. Therefore, IUE proposes to offer a Bachelor of Science completion program in Business Administration at the Danielson Center in New Castle, IN. The program is designed to facilitate the completion of baccalaureate degrees for Muncie and selected Richmond Ivy Tech Community College graduates in the Henry County region.

The objectives/purposes of these programs are:

- provide all junior and senior level courses leading to the baccalaureate degree in Business Administration
- fully articulate with associate degree programs provided by Ivy Tech Community College of Muncie and Richmond
- provide a local classroom-based opportunity for a 2+2 baccalaureate education for citizens of East Central Indiana

Clientele to be Served:

Primary clientele will be Ivy Tech associate degree graduates who wish to attain baccalaureate degrees.

Curriculum:

Curriculum will be junior and senior level courses in Business Administration, as originally approved by Indiana Commission for Higher Education on 2/10/1989 and offered at the IU East Richmond campus and the IU East Lawrenceburg and Madison Centers.

Employment Possibilities:

Employment possibilities are challenging. The region's economy has struggled in the past decade. This has been due largely to the contraction of the automotive industry and automotive related businesses. However, this has created the need for individuals to re-tool and prepare for new vocations or to develop the entrepreneurial skills needed to start small businesses in the region.

Most students currently enrolled in IU East courses are employed. Business students come from a diverse employment base—ranging from banks, to healthcare to small businesses to manufacturing. In the case of this region, there are also a number of students who qualify for federal or state vocational re-training services and funds. Historically, greater than 80% of all IU East graduates remain within the region.

B. Program Description

- 2.c. State whether the program is designed to meet the needs of specific student clienteles – e.g., part-time students, currently employed professionals, non-traditional students, women preparing to re-enter the job market, etc.

This program was developed at the request of the Henry County community and the IU East New Castle Advisory Committee. IU East has a history of offering selected courses at the Danielson Center, but it is time to offer a more comprehensive program of courses so that students are not required to complete their degree in Richmond, as is currently the case. This is even more important to this region's students in a time when transportation costs are escalating. The focus of the program will be on both students who are currently employed and also individuals who are seeking to re-enter the workforce.

- 5.b. Indicate any new faculty positions required to implement the program, and the qualifications and subject matter specialties that will be sought. Describe the amount of time new faculty will devote to teaching courses in the program. Provide other reasons, if applicable, for needing new faculty positions.

Because there are selected courses currently being offered, the number of new faculty members required is small. One additional lecturer will be needed to both teach and coordinate the program and the additional adjunct faculty member that will be needed. Existing clerical support at the Danielson Center should be able to absorb any additional incremental increase in administrative needs. Additional faculty will be added as program volume warrants.

- 6.b. Describe in greater detail the need for additional learning resources that, if unmet, will prohibit the offering of a high quality program.

No additional learning resources are required at this time.

- 7.b. Report on any anticipated collaborative arrangements with other parties (e.g., inter-institutional arrangements for resource sharing, cooperative programs, clinical affiliations, etc.). The extent of the relationship should be explained and instructional or other resources to be provided by the various parties described. Any written confirmation of the commitment, including drafts of contracts or agreements, should be attached.

Indiana University East currently maintains operations in the Danielson Center and has sufficient classrooms and computer labs for students and complete access to the academic and administrative support systems of the Richmond campus as well.

C. Program Rationale

2. Student Demand (See Table 1: Enrollment and Completion Data)

- a. Describe how enrollment projections for the program have been derived. State whether the new program is expected to add students to the total enrollment of the campus. Indicate the extent to which the new curriculum is expected to attract majors and the extent to which it will provide service courses or electives for majors in other programs.

Enrollment projections for the Business program are based on the history of enrollments in the program offered at Lawrenceburg and expressed interest within the Henry County community and history of enrollments at the Danielson Center.

- b. Provide the enrollment and completion data requested in Table 1, showing estimated credit hours to be generated by (within) the new program, number of majors in the new program, and number of program graduates. Indicate under B-3 and 4 whether these new majors are expected to be wholly new to the campus or currently enrolled in other programs offered there.

See attached.

3. Transferability

Summarize existing or planned arrangements for the transferability of program credits. Indicate the number of program graduates expected to transfer to other institutions or campuses. Describe any constraints on the transfer of students or credits to other Indiana programs that might ordinarily be expected to accept them. Document any unique agreements concerning the transfer of students or credits.

The program will utilize existing articulation agreements with Ivy Tech Community College locations and other two year programs. These Ivy Tech A.S. in Business Administration degrees will fully articulate with the IU East baccalaureate degree completion program in Business Administration. :

It is expected that very few, if any, program students will transfer to other institutions. Transferability to other institutions will not be different from on-campus transferability.

5. Demand and employment factors

Respond to this question if preparing students for specific employment opportunities is a key program objective. In such cases, provide the kinds of information described in Appendix B, "Demand and Employment Analysis."

1. Geographic Region to Be Served

Henry County.

2. Review of Literature

http://www.stats.indiana.edu/profiles/profiles.asp?scope_choice=b&county_changer2=Regr:6

<http://www.hoosierdata.in.gov/nav.asp?id=116>

Henry County is on the eastern edge of Economic Growth area 6. The profile of Henry County is not unlike the profile of the region. Unemployment rates were at 9.5% in April of 2011, but at an annual average of 11%. The population of the region from 2000 to present has declined by 4.1%. The percapita income of the region in 2009 was reported at 29,618 (87.1 of the statewide average of 34,022). Percent of population with a bachelor's degree was noted as 11.7%, although the most recent census figures will likely show an increase.

While manufacturing employment remains a significant source of employment and still is one of the largest economic sectors, changes in manufacturing continue to require increasing levels of education. As the area recovers from current economic recession growth will be constrained unless additional baccalaureate educated workers are available.

3. Potential Employers

A general business degree such as the BS in Business Administration is a flexible educational path leading to a variety of employment opportunities—including the development of small business opportunities. From the Henry County location, degree prepared students have access to career opportunities within Muncie, Richmond, Greenfield and the greater Indianapolis area as well—all within an hour's drive. Within these areas are numerous healthcare, manufacturing, insurance and financial service-related companies. Historically, citizens of New Castle are not opposed to significant commutes for employment. The following is a partial list of potential employers in the New Castle area:

Metaldyne
Henry County Hospital
Lifeline
Draper
New Castle Correctional Facility
Walmart Supercenter

4. Program Experience

Successful employment results for baccalaureate-educated workers have been experienced as a result of the BS in Business Administration completion program in Richmond and Lawrenceburg (which has a similar cohort based program as that proposed).

5. Sample Program Outline (Based on typical Ivy Tech Community College A.S. in Business Graduate beginning in a Spring Semester):

Semester 1 (14 hours)

Bus Z301 Organizational Behavior (3)
Bus M301 Marketing Management (3)
Bus F260 Personal Finance (3)
Bus W 212 Exploring Entrepreneurship (3)
Bus X220 Career Perspectives (2)

Semester 2 (Summer) (8 hours)

IIM I 300 Foundations and Principles of Information Management (3)
Bus D301 International Business (3)
Bus W 480 Professional Practice (2)

Semester 3 (14 hours)

Bus J404 Business and Society (3)
Bus Z440 Human Resource Development (3)
Bus W430 Organization Change (3)
Bus Z443 Developing Employee Skills (3)
Bus W480 Professional Practice (2)

Semester 4 (14 hours)

Bus P301 Operations Management (3)
Bus F301 Financial Management (3)
Bus W311 New Venture Creation (3)
Bus M430 Professional Selling (3)
Bus W480 Professional Practice (2)

Semester 5 (Summer) (9-10 hours)

Bus J401 Strategic Management (3)
Bus W 430 Organization Change (3)
Bus X320 Business Career Planning and Placement (2)
One hour elective if needed (Up to 64 hours of transfer credit allowed)

Classes will meet two nights a week for four hours a night. Professional practice and career planning courses will be conducted primarily online. Each semester will have a

unified focus and will require approximately 30-35% online and group project work outside of class.

DWF
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