

COVER PAGE

INSTITUTION: Indiana University East

COLLEGE:
DEPARTMENT: Business and Economics

DEGREE PROGRAM TITLE: Bachelor of Applied Science

FORM OF RECOGNITION TO BE
AWARDED/ DEGREE CODE: Bachelor of Applied Science

SUGGESTED CIP CODE: 52.0213

LOCATION OF PROGRAM/
CAMPUS CODE: Indiana University East

PROJECTED DATE OF IMPLEMENTATION: August 15, 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)

A. ABSTRACT
 Bachelor of Applied Science
 Offered by Indiana University East, Richmond, Indiana

Objectives:

The purpose of the Bachelor of Applied Science is to provide students who have completed an Associate of Applied Science a pathway for completion of the baccalaureate degree. In addition, there are two proposed tracks that will allow students to do further study in an area, which will better prepare them for the job opportunities.

Clientele to be Served:

The clientele to be served are those holders of A.A.S. degrees who need a baccalaureate degree to advance in their careers. In addition, students with a technical background may choose this degree as they can complete the first two years at Ivy Tech and other similar institutions and transfer into this degree completion program. A student who has completed an accredited two-year Associate of Applied Science degree will be eligible for this degree completion program.

Curriculum:

The curriculum consists of a minimum of 120 credit hours composed of the following:

1. IU East campus General Education requirements of 39 credits (although some of this will be satisfied by transfer credit):

Composition and Communication Skills	9 credit hours
College Level Mathematics	3 credit hours
Social and Behavioral Sciences.	9 credit hours
Humanities and Fine Arts	9 credit hours
Natural Science and Mathematics	<u>9 credit hours</u>
TOTAL	39 credit hours

In addition, IU East general education requirements include achieving learning outcomes in ethical reasoning, multicultural awareness and understanding, and computer literacy, which are accomplished through program embedded content.

2. Up to 45 credit hours of Applied Science courses transferred in from an A.A.S. degree.
3. 30 credit hours of B.A.S. classes – 18 of these credits make up a required core; 12 credits make up a track. Some tracks may require more than 12 credit hours. IU East will initially offer the following tracks:
 - a. Entrepreneurship and Marketing
 - b. Organizational Management
 - c. Interdisciplinary (15 credits)
 - d. A track offered by another IU campus (with permission)

4. 3 - 12 credit hours of additional electives, for a minimum of 120 total hours. A minimum of 30 credit hours must be taken at the 300-400 level.

Admission requirements:

Incoming students must meet qualifications to be admitted to Indiana University East.

Articulation agreement:

60 – 64 credits from an Ivy Tech associate degree are articulated to this degree; the exact number of credits depends on the Ivy Tech degree chosen by the student. See the attached plans of study for two examples. Articulation agreements will be worked out for similar associate degrees and other two-year institutions.

Employment Possibilities:

The B.A.S. degree is appropriate for those students seeking to further their careers by finishing a baccalaureate degree. Most of these students will be in technical fields where the path ahead in their careers requires completion of a baccalaureate degree.

B. Program Description

1. Proposed Program and Objectives

Students who complete the B.A.S. degree will have a broad knowledge of supervision principles and skills and a more in-depth understanding of one of the tracks offered in this degree.

Over-All Goals and Objectives of the Degree:

Students who complete this degree will have completed the IU East general education requirements and demonstrated proficiency in these skills and knowledge areas.

In addition, students who complete this degree will demonstrate proficiency in the following areas due to their courses in the B.A.S.:

- Demonstrate knowledge and skills in accounting
 - Identify, describe, and prepare each of the major financial statements
 - Prepare major managerial accounting reports such as a statement of cost of goods manufactured and a production report
- Demonstrate knowledge and skills in economics
 - Apply supply and demand analysis
 - Derive the different measures of costs, revenues, and profits
- Demonstrate knowledge and skills in legal, ethical, social, and international topics
 - Describe the influence of national, international and intercultural factors on supervision methodologies and choices
 - Describe the various communication style differences among cultures and socio-economic classes
 - Describe the concept of ethics and its impact on supervision and decision-making

- Demonstrate knowledge and skills in management
 - Evaluate human resource needs
 - Assess characteristics of personnel to improve organizational effectiveness
 - Perform a competitive analysis and assessment of the external forces affecting a business
- Demonstrate knowledge and skills in marketing
 - Describe the 4 P's functions of marketing
 - Describe how to find attractive marketing opportunities
- Demonstrate knowledge and skills in communication
 - Be able to assess communication skills
 - Be able to assess interpersonal communication skills
 - Be able to critically analyze messages
 - Be able to strategically apply communication message formats
 - Be able to draw on knowledge of methods to diagnose or analyze real-world communication problems.
- Demonstrate advanced knowledge of the tools and skills in their track

2. Admission Requirements, Anticipated Student Clientele and Student Financial Support

a. Admission Requirements

Admission requirements to this degree are the same as admission requirements to IU East. These admission requirements are standard to the campus. There are no prerequisites for this degree.

b. Student Clientele

The degree program is intended for full-time and part-time undergraduate students as well as non-traditional students (e.g., working professionals) who seek to acquire the skills and knowledge offered by the program.

c. Student Financial Support

As baccalaureate degree-seeking candidates, students in the Bachelor of Applied Science degree program will be eligible for all financial aid available to undergraduate students at IU East. In addition they may be eligible for scholarships both from IU East and outside sources, and for tuition reimbursement from employers or potential employers.

d. Limitations on Enrollment

Enrollment restrictions are not anticipated at this time. The expectation is for the enrollment of 20-25 students in the first year, with numbers increasing as the program becomes established.

3. Proposed Curriculum

The curriculum for the degree includes 39 credit hours of required campus general education courses. These hours are spread across the liberal arts and sciences. These courses provide students with a well-rounded education and enhance critical thinking as well as problem solving abilities. Student must complete the campus's general education requirements of 39 credit hours. In total the degree consists of a minimum 120 credit hours as outlined below:

- 39 credit hours – Campus General Education (although some may be transferred in)
- Up to 45 credit hours of Applied Science courses transferred in from an A.A.S. degree
- 30 – 33 credit hours of B.A.S. classes – 18 of these credits make up the required core; 12 credits make up a track. Some tracks require more than 12 credit hours. IU East will initially offer the following tracks:
 - a. Entrepreneurship and Marketing
 - b. Organizational Management
 - c. Interdisciplinary (15 credits)
- 3 – 12 hours of additional electives, for a minimum of 120 total hours. A minimum of 30 credit hours must be taken at the 300-400 level.

B.A.S. Curriculum (120 credit hours)

IU East campus General Education Requirements:

Composition and Communication Skills	9 credit hours
College Level Mathematics	3 credit hours
Behavioral and Social Sciences	9 credit hours
Humanities and Fine Arts	9 credit hours
Natural Science and Mathematics	<u>9 credit hours</u>
TOTAL	39 credit hours

In addition, IU East general education requirements include achieving learning outcomes in ethical reasoning, multicultural awareness and understanding, and computer literacy, which are accomplished through program embedded content.

Required Core Courses – 18 credit hours

Unit	Number	Course Title	Status	Credit Hours
Business	A201 (or A200)	Intro to Accounting (or Survey of Accounting)	Existing	3
Economics	E 103 or 104 (or E200)*	Intro to Microeconomics, Intro to Macroeconomics (or Survey of Economics)	Existing	3
Business	M301 (or M300)	Intro to Marketing Management (or Marketing)	Existing	3
Business	Z301 (or Z300)	Organizational Behavior (or Human Resources)	Existing	3
Communication Studies	C427*	Cross-Cultural Communication	Existing	3
Communication Studies	C440	Organizational Communication	Existing	3
TOTAL				18 credits

*satisfies campus general education requirement

Choose one of the following tracks: Entrepreneurship and Marketing, Organizational Management, Interdisciplinary, or a track available from another IU campus (with permission).

Entrepreneurship and Marketing – 12 credits

Course	Number	Course Title	Status	Credit Hours
Business (BUS)	M401	International Marketing	Existing	3
Business (BUS)	W301	New Venture Creation (capstone)	Existing	3
Choose 2: Business (BUS)	M303 M325 M415 P480 S430	Marketing Research Selling Advertising and Promotion Internship Electronic Commerce	Existing	3 each (6 total)

Organizational Management – 12 credits

Course	Number	Course Title	Status	Credit Hours
Business (BUS)	W430	Organization Change	Existing	3
Business (BUS)	L405	The Corporation in America Today (capstone)	Existing	3
Choose 2: Business (BUS)	D301 W301 J404 P480 Z441	International Business Principles of Management Business and Society Internship Wage and Salary Admin	Existing	3 each (6 total)

Interdisciplinary – 15 credits

With the assistance of an academic advisor, a student may identify a set of 300 and 400 level courses that meet a specific career objective. The 15 credits must include a course that can be used as a capstone course.

Other requirements

Courses counted toward the concentration must be taken for a letter grade; Students must maintain an overall GPA of 2.0 or higher to remain in good academic standing.

At least 30 hours of the curriculum must be at the 300 level or higher.

As this is designed as a 2+2 program for students in technical and applied fields, sample curriculum by semester will vary considerably by the type of A.A.S. degree that the student transfers into IU East. Attached are plans of study and articulations for two tracks; articulations and plans of study will be developed for other A.A.S. degrees.

Program Assessment

The program will include both course-embedded assessment that is currently used by the IU East School of Business and Economics and two Capstone related measures. Within the

Entrepreneurship and Marketing track, the formation of a business plan is utilized as the capstone project in Bus W311. In Bus L405, a business case analysis is used. Additionally, students will complete an externally developed capstone exam developed by Peregrine Associates.

Required Courses Delivered by Another Institution

All of the courses required for this degree program will be offered at Indiana University East. However, students may take approved courses and tracks offered by other IU campuses.

4. Describe the Form of Recognition

- a. Degree to be Awarded:** Bachelor of Applied Science
- b. CIP Code Proposed:** 52.0213
- c. Program, Organizational and Site Information on Diploma**

Upon completion, a student will earn an Indiana University Bachelor of Applied Science degree given at IU East.

5. Program Faculty and Administrators

- a. Current Faculty and Administrators

Administrators:

- Nasser Paydar, Chancellor, Ph.D.
- Larry Richards, Executive Vice Chancellor of Academic Affairs, Ph.D.
- David Frantz, Dean, School of Business and Economics, D.Mn.

Business and Economics Faculty:

- Greg Braxton-Brown, Professor of Management, full-time, Ph.D.
- Fredricka Joyner, Associate Professor of Management, full-time, Ph.D.
- Anita Morgan, Assistant Professor of Accounting, full-time, Ph.D., C.P.A.
- Timothy Scales, Lecturer in Entrepreneurship and Marketing, Director of the Center for Entrepreneurship, full-time, M.B.A.
- Marsha Jance, Assistant Professor of Management, full-time, Ph.D.
- Rudolph Kunshek, Jr., Assistant Professor of Accounting, full-time, J.D., C.P.A.

Communication Studies Faculty:

- Jerome Mahaffey, Associate Professor of Communication Studies and Informatics, full-time, Ph.D.
- Elvinet Piard, Assistant Professor of Communication Studies, full-time, Ph.D.
- Natalia Rybas, Assistant Professor of Communication Studies, full-time, Ph.D.
- Rosalie Aldrich, Assistant Professor of Communication Studies, full-time, Ph.D.

- b. No new faculty positions will be required for this program.

6. Describe needed learning resources

- a. The library holdings are sufficient for the requirements of this program. Articles and books needed by students but not housed in the IU East library (or full text database) can be acquired through interlibrary loan.

The program's laboratory, hardware, and software needs are the same as for the existing degrees, and as such nothing additional is required.

- b. Other learning resources are not needed.

7. Describe other program strengths

- a. Special features of the program: The B.A.S. is a unique multidisciplinary program with classes currently taught by faculty in Business, Economics, and Communication Studies, with the potential to add additional disciplines in future tracks. This multidisciplinary curriculum ensures that students will be exposed to a breadth of perspectives from the many academic fields that are involved. It also allows the program to operate efficiently by sharing course offerings across the campus.
- b. We anticipate additional articulation agreements with Ivy Tech campuses and A.A.S. degree programs. Articulation agreements will be worked out for similar associate degrees and other two-year institutions.

C. Program Rationale

1. Institutional Factors

- a. Relationship to Mission: In the spring of 2010, the Indiana University East Mission Statement was revised and approved by the Indiana University Board of Trustees:

MISSION STATEMENT

Indiana University East, a regional campus of Indiana University, offers residents of eastern Indiana, western Ohio, and beyond a broad range of bachelor's degrees and selected master's degrees and certificates through its traditional main campus in Richmond, off-campus sites, and online program options.

IU East challenges students to grow intellectually and personally in a supportive and scholarly environment where faculty teaching skills and participation in the creation and dissemination of new knowledge and artistic work enhance learning opportunities for all.

IU East values a diversity of backgrounds, experiences, and intellectual perspectives among its faculty, staff, and students and in its contributions to the cultural and economic development of the communities it serves.

The mission of Indiana University East, a regional campus of Indiana University, is to enhance the educational and professional attainment of the residents of eastern Indiana and western Ohio by providing a wide range of bachelor's degrees and selected master's degrees. Indiana University East is further dedicated to enhancing research, creative work, and other scholarly activity, promoting diversity, and strengthening the economic and cultural vitality of the region and the state through a variety of partnerships and programs.

The proposed Bachelor Applied Science is designed to enhance the educational and professional attainment of students by providing them an advanced education, giving them a broad knowledge of skills needed to run an organization and in-depth knowledge in a track.

The development of the Bachelor of Applied Science program matches the first goal of the IU East Strategic Plan—Excellence in Teaching and Learning—by providing a rigorous curriculum and active learning opportunities.

- b. The development of this program emerged from several sources. First, many of the degrees offered locally at Ivy Tech are those of the A.A.S. variety. These A.A.S. degrees often do not articulate well to B.S. or B.A. degrees, leaving the graduates of these programs stranded when it comes to obtaining a baccalaureate degree. Second, there is a need in this area for a degree completion program, a 2 + 2 program of study that can move students to a baccalaureate degree. Lastly, students who complete this program will be well placed if they desire additional courses or degrees to further advance in their career paths.

This program will be implemented Fall, 2012.

- c. The effect of this program on other instructional programs will be minimal. The required core and elective courses are regularly offered on campus and are available in other degree programs.
- d. This program will not negatively affect the availability of current library resources and computer laboratory spaces.

2. Student Demand

The new curriculum will attract students to IU East who are seeking a baccalaureate degree after completion of an A.A.S. degree. Currently there are no other programs in the state. Multiple Indiana University campuses will bring this program forward as a collaborative initiative to make it available throughout the state, particularly for Ivy Tech A.A.S. graduates.

3. Transferability

This degree is an extension of 2+2 articulations that already exist between Ivy Tech A.A.S. degrees and bachelor's degrees in business administration at IU East. See attached examples of plans of study and articulations. Articulation agreements will be worked out for similar associate degrees and other two-year institutions.

4. Access to graduate and professional programs

While not intended to prepare students for traditional graduate degree programs, students who do well in the Bachelor of Applied Science Degree will acquire the broad range of knowledge and skills, as well as depth within a specialty, to be successful in post-baccalaureate professional programs.

5. Demand and employment factors

Depending on the track chosen, students who complete the B.A.S. degree will be well-prepared for a variety of careers. For example, students who complete the Entrepreneurship and Marketing track will be in position to manage or create their own businesses. They will also be in high demand in organizations that are looking for people to manage new ventures. Similarly, students who complete the Organizational Management track will be in a better position to advance into positions of management in their current organizations, and will be sought after as supervisors in other organizations.

6. Regional, state, and national factors

- a. This is a new degree program for the state. This 2+2 program will allow holders of A.A.S. degrees to finish their baccalaureate degrees, thus raising the baccalaureate profile of the state and aligning with the national mission of more baccalaureate degree holders.
- b. There is no specialized accreditation agency for B.A.S degree programs.

D. Program Implementation and Evaluation

The program will be implemented beginning Fall, 2012.

A total of 60 – 64 credits will be transferred from Ivy Tech to IU East. How these courses are articulated depends on the applied science associate degree. Attached are plans of study for two of the tracks and how they will be articulated with associate degrees at our local Ivy Tech.

Articulation agreements will be worked out for similar associate degrees and other two-year institutions.

AAS in CIS to Bachelor of Applied Science Entrepreneurship and Marketing Track

IU East Requirements	Total	IUE	Ivy Tech Transfer	ITCC
General Education	39	21	General Education	18
ENG-W 131	3		ENGL 111	3
ENG-W 132 or ENG-W 231		3		
SPCH-S 121	3		COMM 101	3
College Level Math	3		MATH 1XX	3
HFA distribution	9	6	Humanities Elective	3
BSS distribution	9	6	ECON XXX	3
NSM distribution	9	6	Life/Physical Science	3
Computer Literacy	0		Met through Professional Technical coursework	
Ethical Reasoning	0		Met through Ivy Tech gen ed course or taken as IU East elective or distribution requirement	
Diversity	0		Met through Ivy Tech gen ed course or taken as IU East elective or distribution requirement	
AAS Transfer Core	45		Professional-Technical	45
BUS-W 100	3		BUSN 101	3
CSCI-A 100	3		CINS 101	3
BUS-A 201	3		ACCT 101	3
CTL equivalent or Undistributed	36		Additional Courses	22
			Statewide Electives	14
BAS Required Core	18	12		
ECON-E103 or 104 (or E200)			Fulfilled above	
BUS-A 201 (or A200)			Fulfilled above	
BUS-M 301 (or M300)				
BUS-Z 301 (or Z300)				
CMCL-C 427				
CMCL-C 440				
BAS Entrepreneurship and Marketing Track	12	12		
BUS-W 311 (capstone)	3			
BUS-M 401	3			
Choose 2: BUS-M303, BUS-M415, BUS-S430, BUS-M325, BUS-P480	6			
Electives	6	11	IVYT 1XX	1
Recommended Elective: BUS-L 203				
	120	56		64

30 credits must be at the 300 or 400 level. 24 of these are part of the BAS track. The additional 6 may be part of distribution courses and/or electives.

AAS in CIS to Bachelor of Applied Science Organizational Management Track

IU East Requirements	Total	IUE	Ivy Tech Transfer	ITCC
General Education	39	21	General Education	18
ENG-W 131	3		ENGL 111	3
ENG-W 132 or ENG-W 231		3		
SPCH-S 121	3		COMM 101	3
College Level Math	3		MATH 1XX	3
HFA distribution	9	6	Humanities Elective	3
BSS distribution	9	6	ECON XXX	3
NSM distribution	9	6	Life/Physical Science	3
Computer Literacy	0		Met through Professional Technical coursework	
Ethical Reasoning	0		Met through Ivy Tech gen ed course or taken as IU East elective or distribution requirement	
Diversity	0		Met through Ivy Tech gen ed course or taken as IU East elective or distribution requirement	
AAS Transfer Core	45		Professional-Technical	45
BUS-W 100	3		BUSN 101	3
CSCI-A 100	3		CINS 101	3
BUS-A 201	3		ACCT 101	3
CTL equivalent or Undistributed	36		Additional Courses	22
			Statewide Electives	14
BAS Required Core	18	12		
ECON-E103 or 104 (or E200)			Fulfilled above	
BUS-A 201 (or A200)			Fulfilled above	
BUS-M 301 (or M300)				
BUS-Z 301 (or Z300)				
CMCL-C 427				
CMCL-C 440				
BAS Organizational Mgt. Track	12	12		
BUS-L 405 (capstone)	3			
BUS-W 430	3			
Choose 2: BUS-W301, BUS-J404, BUS-Z441, BUS-D301, BUS-P480	6			
Electives	6	11	IVYT 1XX	1
Recommended Elective: BUS-L 203				
	120	56		64

30 credits must be at the 300 or 400 level. 24 of these are part of the BAS track. The additional 6 may be part of distribution courses and/or electives.