

New Undergraduate Program (Majors, Minors, Sequences) Proposal

Illinois State University - University Curriculum Committee

Program Department Business
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Title of New Program Online Business Administration

Submission Date Tuesday, November 21, 2023
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Version 3 **ID** 457
Proposed Starting Catalog Year 2024-2025

1. Proposed Action

- New Major
- New Minor
- ✓ New Sequence
- ✓ More than 50% of courses in this program are Distance Education

Sequence Major

Business Administration

2. Provide Undergraduate Catalog copy for new program.

Admission copy for the main Department of Management catalog page: <https://illinoisstate.edu/catalog/undergraduate/management/>

Admission information

To be admitted in the Online Business Administration Sequence students must have earned the following:

- 69 credit hours; including the following ISU or equivalent courses:
 - ACC 131
 - ACC 132
 - BUS 100
 - ECO 101
 - ECO 102
 - ENG 145
 - FIL 185
 - IT 150
 - MAT 121
 - MGT 100
- A baccalaureate-oriented associate's degree (A.A. or an A.S. including the IAI General Education Core Curriculum) or the completed Illinois Articulation Initiative General Education Package.
- A course that satisfies the AMALI graduation requirement (cultures and traditions of Asia, the Middle East, Africa, Latin America, or Indigenous Peoples of the World). Illinois Articulation Initiative General Education Package courses that have an "N" designation will satisfy this requirement.

Major in Business Administration, Business Administration Online Sequence

Degree Offered: B.S.

Major Requirements

Minimum required credit hours: 51

- ACC 230
- BIS 255
- BIS 270
- BUS 285
- FIL 240
- FIL 220
- FIL 250
- IB 225
- MKT 230
- MKT 232
- MGT 120
- MGT 220
- MGT 221
- MGT 223
- MGT 227
- MGT 330
- MGT 384
- MGT 385

3. Provide a description for the proposed program.

The Business Administration major prepares students for a wide range of jobs within a variety of industries. It provides the general skills that can transfer into a variety of career choices. Focused on the management and operational skills that are crucial to running a business, a business administration degree will prepare students for any number of entry-level positions in a variety of organizations, such as financial institutions, professional firms, medical clinics/hospitals, government, and non-profit agencies.

In addition to learning about core business disciplines such as accounting, finance, marketing, and management, BUA students take specialized courses in Cost and Management Accounting, Electronic Business Management, Investments, Marketing Research, Organizational Behavior and Administration, and Quality Control Management.

The Business Administration Program offers two sequences:

- **Business Administration Traditional Sequence:** Tailored for students seeking a conventional undergraduate education experience on a physical campus, this sequence caters to those who prefer a traditional onsite learning environment.
- **Business Administration Online Sequence:** This option is ideal for students aspiring to earn an undergraduate degree in business administration while accommodating circumstances that preclude or discourage participation in a residential university program. The online sequence will be delivered fully asynchronous online, cohort-style. Cohorts will start each August at the same time as regular classes and last approximately 24 months. Students will take four courses per semester, not including summer. Each course will be eight weeks long, meaning that a full-time student will be enrolled in two classes at a time

throughout the program. Students will work regularly with faculty to complete course requirements in an asynchronous modality. The Business Administration Online Sequence is offered as a cohort, lockstep program. Students who fail a course or withdraw, will need to make up the course in the following cohort.

4. Provide a rationale of proposed program.

This proposal is for the creation of an Online Business Administration Sequence within the existing Business Administration major. The driving force behind the proposal is to create a fully online, asynchronous program that is accessible to non-traditional students. It will serve the needs of students who wish to pursue a business undergraduate degree but for various reasons cannot or do not wish to commit to a residential university experience. These may include learners who have earned associate degrees at two-year institutions, people in early to mid-career who need a bachelor's degree to advance, and ISU students who have discontinued their education here because of difficulties associated with being a residential student and would like to finish their business degree online.

Some students will need to finish their associate degree or its equivalent before entering the program. Other students will have completed more than associate level work and may be able to transfer in certain courses. In those cases, the student would not need to take all the courses in the program. Admission to the program is separate from admission to other college majors, including the existing BUA major. This means that BUA majors in the existing program cannot simply opt to take their classes online—they would have to drop out of the traditional major and apply to a whole new program.

Marketplace pressure for more flexible delivery of university education has increased. Research by the EAB (Education Advisory Board) presented at the fall administrator retreat last year indicates that 91% of adult learners surveyed would likely take courses that are offered online. Offering adult learners an opportunity to finish their degree in a way that is flexible and fits with their life situation will enable ISU to reach people who need a bachelor's degree for career enhancement. Stop-outs are especially vulnerable, earning \$21,000 a year less than college graduates. EAB notes that this is especially a problem for Black, Hispanic, and low-income students, who stop-out at a higher rate and are less likely to finish in six years

A more recent EAB report done specifically for this program suggests that offering hybrid or online delivery is a key characteristic of successful adult degree programs. With the hiring of a Chief Online Learning Officer, we now have the capability of designing and delivering an effective online business degree that includes sound pedagogy, a user-friendly student interface, and a uniform and attractive "look" for the ISU brand.

Generous transfer pathways (such as community college transfers) will also aid in ensuring that adult learners can finish their undergraduate degrees. We intend to work with Heartland Community College, for example, to establish a clear pathway into the ISU Online BUA.

5. Describe the expected effects of the proposed program on existing campus programs (if applicable).

As such, no direct effect is expected on the existing programs.

Admission to the program is separate from admission to other college majors, including the existing Business Administration (BUA) major. This means that BUA majors in the existing program cannot simply opt to take their classes online—they would have to drop out of the traditional major and apply to a whole new program.

6. Provide a sample four-year plan of study that fulfills the following requirements: 120 hours, 42 senior college hours (200 and 300 level courses), and 39 General Education Program hours or 36 hours with exemption. If the program is a BS program, show the BS-SMT degree requirement. If the program is from CAS, show Foreign Language Requirement (LAN 111/LAN 112). Confirm General Education requirement exemptions on the General Education page of the current Academic Catalog. *4-year plans are not required for minor program proposals.*

Total 120 hours
Transfer 69 hours
Coursework 51 hours
48 senior college hours (200 and 300 level courses)
Timeline for completing coursework: Four regular semesters plus One summer semester

Four-year Plan of Study for Online Business Administration Sequence

Semester 1 – Fall (12 credits hours - 8 week courses)

- FIL 240 (3)
- MGT 220 (3)
- MKT 230 (3)
- BIS 270 (3)

Semester 2 – Spring (12 credit hours – 8-week courses)

- ACC 230 (3)
- MGT 227 (3)
- MKT 232 (3)
- MGT 221 (3)

Semester 3 – Summer (3 credit hours – 4 week course)

- MGT 120 (3)

Semester 4 – Fall (12 credit hours – 8-week courses)

- BIS 255 (3)
- FIL 220 (3)
- IB 225 (3)
- FIL 250 (3)

Semester 5 – Spring (12 credit hours – 8-week courses)

- MGT 330 (3)
- MGT 385 (3)
- BUS 285 (0)
- MGT 384 (3)
- MGT 223 (3)

7. Describe the expected curricular changes required, including new courses. If proposals for new courses have also been submitted, please reference those related proposals here:

This program will not require any new courses.

8. Anticipated funding needs and source of funds.

The College of Business will support the program when fully implemented through the following means:

The source of startup funds will be money earned from the contractual program we have set up with Quality Leadership University in Panama. Startup (Year 0) includes FY24 costs to develop courses. There are three main components:

- Faculty pay for developing each master course template will be covered by the Center for Integrated Professional Development (17 courses at \$4500 = \$76,500).
- Instructional designer pay for developing each master course template will be covered during the first year by the COB through CIPD (17 courses at \$2000 = \$34,000)
- Pre-launch advertising (\$50,000)

Startup costs will be incurred during the year before the first cohort is launched.

This online degree will be set up as a Full Cost Recovery program. Instructors for the program will come from existing faculty who elect to teach courses for a stipend. Courses will not be part of an instructor's regular teaching load. It will cost a total of \$153,000 (17 courses at \$9000) in faculty pay for each cohort.

The program is expected to be self-sustaining with a breakeven of 11 students.

9. No Does this program count for teacher education?

10. No Is this an Interdisciplinary Studies program?

11. The following questions must be answered.

- Yes** Have you confirmed that Milner Library has sufficient resources for the proposed program?
- No** Are more than 120 hours required to complete a degree with this major?
- No** Beyond General Education, does the major require more than 66 semester hours?
- No** Does this sequence (if in a major) require more than 55 semester hours of courses in the major department/school?
- No** Does this program stipulate specific general education courses offered in the major department/school as a part of the major requirements only if such courses serve as prerequisites for other courses required by the major?
- No** Does this program stipulate specific course requirements (majors/sequences only) that also satisfy general education and/or IAI requirements?
- No** Is the proposed program intended to be longer than four years (as indicated by the plan of study)?
- N.A.** Have letter(s) of concurrence from affected departments/schools been obtained?
A departments/school is affected if it has a program with significant overlap or if it teaches a required or elective course in the program.



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12. [Proposal Routing](#) Routing and action summary for New Program:

1. Business Department Curriculum Committee Chair

<u>Terry Noel (website)</u>	<u>Terry Noel</u>	<u>9/9/2023 11:37:11 AM</u>
Signature	Print	Date

2. Business Department Chair/School Director

<u>Terry Noel (website)</u>	<u>Terry Noel</u>	<u>9/12/2023 8:47:22 AM</u>
Signature	Print	Date

3. College of Business College Curriculum Committee Chair

<u>Nathan Hartman (website)</u>	<u>Nathan Hartman</u>	<u>9/18/2023 9:43:10 AM</u>
Signature	Print	Date

4. College of Business College Dean

<u>Terry Noel (website)</u>	<u>Terry Noel</u>	<u>9/19/2023 3:08:20 PM</u>
Signature	Print	Date

5. University Curriculum Committee Chair

<u>Joshua Newport (website)</u>	<u>Joshua Newport</u>	<u>12/6/2023 11:18:03 AM</u>
Signature	Print	Date

All new programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate

Comments

Comments from Version 1 from Danielle Lindsey (Curriculum Committee Secretary):

Please refer to the email from Dr. Hurd for required edits.

Comments from Version 2 from Danielle Lindsey (Circulation):

Sending this back to address:

1) Remove MGT 120 if it is not a required major course. IDEAS graduation requirement courses should not be listed as a major required course unless it is ALSO specifically required for the major.

2) IDEAS course in the sample plan of study; winter session is not an option. Winter Session courses must be approved to be offered and only a very limited number of courses are offered

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View Revisions

Comments on Proposal. *(Required if proposal rejected)*

Academic Senate Approver

Approve

Reject