

**ACADEMIC AFFAIRS COUNCIL**

**AGENDA ITEM: 4.C (1) (b)**

**DATE: April 3, 2013**

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**SUBJECT: New Site Requests – USD, B.B.A. in Management, Online**

The University of South Dakota seeks approval to offer the Bachelor of Business Administration in Management online.

Online delivery will be convenient for people who cannot relocate or commute to the University’s campus.

Online delivery of the BBA in Management supports the system strategic goals (Policy 2:21)

- Offer programs off-campus and online
- Contribute to workforce development

The request notes that Black Hills State University, Dakota State University, and Northern State University are authorized to offer bachelor’s degrees in Business online.

The University does not request new state resources or student fees. Online delivery would be supported with self-support tuition.

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**RECOMMENDED ACTION**

**Authorize the University of South Dakota to deliver the B.B.A. in Management online as described in Attachment I.**

**South Dakota Board of Regents  
New Site: Request to Offer an Existing Degree Program**

Use this form to request authorization to deliver an existing degree program at a new site or by distance delivery. The Executive Director or the Board may request additional information.

<b>University</b>	<b>University of South Dakota</b>
<b>Degree(s) and Program</b>	Bachelor of Business Administration – Management
<b>New Site(s)</b>	Online
<b>Proposed Implementation (term)</b>	Fall 2013

**University Approval**

To the Board and the Executive Director: I certify that I have read this request, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

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President of the University

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\_\_\_\_\_  
Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

**1. What is the need for this program in this site (these sites)? What is the expected demand for graduates in the site(s)?**

The University of South Dakota (USD) seeks approval to offer the Bachelor of Business Administration (BBA) in Management online. USD's BBA in Management is designed for working adults interested in developing a broad-based understanding of the business disciplines. Online delivery will be convenient for people who cannot relocate or commute to the University's campus.

The University does not request new state resources or student fees. Online delivery would be supported with self-support tuition.

Online delivery of the BBA in Management supports the system strategic goals (Policy 2:21)

- Offer programs off-campus and online
- Contribute to workforce development

The USD BBA in Management will provide adult learners with the flexibility to emphasize a specific area within the broader framework of business courses. Students may select emphasis areas to meet their individual needs; such as, accounting, economics, finance, marketing, e-commerce, etc. The flexibility of the BBA in Management is particularly well-suited to working adults who would like to finish their degree while furthering their current career or pursuing a new one.

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Additionally, adult learners who have accrued previous college credits and who prefer a flexible path toward degree-completion will be well-served online. This degree is, and by all projections will continue to be, one of the most popular majors offered on-campus in the Beacom School of Business. As Business is an appealing major for working adults looking to further their education and for those seeking a career change and/or advancement with greater earning potential, the addition of an online offering will better meet student need and provide opportunity to the often underserved nontraditional student population.

The University believes there will be strong demand for the online BBA in Management, where the wide selection of courses offered allows students to customize their business degree to meet their academic and career goals. USD's Beacom School of Business is among an exclusive group of colleges and universities who hold the Association to Advance Collegiate Schools of Business (AACSB) International accreditation. Approximately 30% of U.S. business programs and only 15% of business programs worldwide have earned AACSB accreditation. Competitive companies are aware of this accreditation and of which business schools have earned it. Many of these companies prefer to hire graduates of AACSB accredited schools. AACSB accredited school affiliation generates greater potential for internships, cooperative programs, permanent job prospects and networking opportunities.

According to the U.S. Bureau of Labor Statistics job, growth and salary outlooks for business professionals remain promising throughout the projection period of 2008-2018.<sup>1</sup> Job outlook estimates of 10.6% employment growth for business professionals will result in more than 1.7 million new jobs in the 10-year projection period. The following business profession examples, along with their in-state and nationwide salary averages, show average expected growth ranging from 12-15%.<sup>2</sup>

#### Department of Labor Job Outlook 2008-2018

Job Title	Average Growth	Average Salary: National*	Average Salary: South Dakota*
Sales Manager	12%	\$101,640.00	\$101,960.00
HR Manager	13%	\$99,130.00	\$79,260.00
Business Operations Specialist		\$64,030.00	\$61,210.00
Advertising and Promotions Manager	14%	\$87,650.00	\$83,800.00
Training and Development Manager	15%	\$91,740.00	\$83,800.00
			*Salaries more common after 1-3 years experience

**2. Is any regental university authorized to offer a similar program at the new site(s)? Is any non-system institution offering a similar program at the new site(s)? If either answer is "yes," identify the institution(s) and program(s) and explain why authorization is requested.**

<sup>1</sup> <http://www.bls.gov/opub/mlr/2009/11/art5full.pdf>

<sup>2</sup> <http://www/bls.gov>

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USD is the only University within the Board of Regents system offering a BBA in Management, making this offering unique and attractive for adult learners. Northern State University has a B.S. in Management.

Black Hills State University, Dakota State University, and Northern State University are authorized to offer these bachelor's degrees in Business online:

1. Black Hills State University offers a B.S. in Business Administration with a specialization in Management.  
<http://www.bhsu.edu/Academics/OnlineDistanceLearning/BusinessAdministrationDegree/tabid/10379/Default.aspx>
2. Dakota State University offers a B.B.A. in Management Information Systems and Marketing.  
<http://www.dsu.edu/disted/programs.aspx>  
<http://www.dsu.edu/disted/university-center.aspx>
3. Northern State University offers a B.S. in Business Administration, International Business Studies, Banking and Financial Services, Management, and Marketing.  
<http://www.northern.edu/online/pages/programs.aspx>  
<http://www.northern.edu/online/pages/offcampus.aspx>

The Beacom School of Business (BSOB) conducted market research to gain familiarity with the undergraduate business offerings of several AACSB-International accredited schools in business, both in South Dakota and within the 5-state region. The research concluded the following:

1. The University of Iowa offers a BBA in Management (online)  
<http://www.continuetolearn.uiowa.edu/programs/undergraduate/bba/index.html>
2. The University of Nebraska at Kearney offers a BS in Business Administration (online)  
<http://www.unk.edu/onlinebizdegree/>
3. The University of Wyoming offers a BS in Business Administration (online)  
<http://www.uwyo.edu/outreach/ocp/degrees-programs/>

While there are a variety of schools offering online business degrees, very few are AACSB accredited and/or offer a BBA in Management.

No Regental university offers a comparably flexible business major online. There are many versions of this type of degree offered online outside the regental system, however, students from the state of South Dakota, from within the region, and beyond should have access to a program of this kind, delivered at the quality and price point available through USD.

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**3. Are students expected to be new to the university or redirected from other programs or both? Complete the table and explain how the estimates were developed. How will the new site(s) affect enrollments in other campus and off-campus programs in the regental system?**

The BBA in Management offered online is expected to bring new students to the university without negative enrollment impact within the regental system.

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimated	FY14	FY15	FY16	FY17
New to the university	25	30	35	35
Redirected from other programs	0	0	0	0
Returning	0	23	49	78
= Total in the program at the site	25	53	84	113
Credit hours, majors in program courses**	375	864	1,407	1,929
Graduates	0	0	0	19

\* Do not include current year.

\*\* This is the total number of credit hours generated by the majors in the required or elective program courses. The same numbers are used in Appendix B – Budget.

*Development of Estimates*

The projected new and returning student numbers are a conservative estimate based upon current enrollment trends in online undergraduate business courses and anticipated growing demand with the promotion of the online program. The addition of an online option is expected to attract employed, adult learners who wish to take advantage of their employer-sponsored tuition benefits. Using part-time non-traditional student enrollment patterns as a guide, students are projected to enroll in 15-18 credit hours per fiscal year.

**4. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If any program modifications are requested, attach that form. Explain how the new courses will be delivered. Attach the new course request forms.**

BBA – Management	Credit hours	Courses currently available from this university at this site	Courses currently available from other universities available at this site	Courses currently available via distance	Courses new to this university
System General Education Requirements	30	All SGR courses are available online through USD as well as other Regental institutions.			0
Institutional Graduation	4-6	All SGR courses are available online			0

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Requirements		through USD as well as other Regental institutions.		
<i>Subtotal, Degree Requirements</i>				
Required Support Courses				
MATH 121 Survey of Calculus (+Students who qualify may use this course to meet their SGR.)	+4 (1 cr. addition to SGR requirement.)	Available online through USD or another regental university.		0
Major Requirements (*prerequisites for admission to the major)	38-40	On-Line	Online	
ACCT 210 Principles of Accounting I*	Y	Y	Y	N
ACCT 211 Principles of Accounting II*	Y	Y	Y	N
BADM 101 Survey of Business*	Y	Y	Y	N
BADM 220 Business Statistics*	Y	Y	Y	N
ECON 201 Microeconomics (counted in Social Science in SGRs above)	N	Y	Y	N
ECON 202 Macroeconomics*	Y	Y	Y	N
BADM 310 Business Finance	Y	Y	Y	N
BADM 321 Business Statistics II	Y	Y	Y	N
BADM 323 Information Systems	Y	Y	Y	N
BADM 350 Legal Environment of Business	Y	Y	Y	N
BADM 369 Organizational Behavior & Theory	Y	Y	N	N
BADM 370 Marketing	Y	Y	Y	N
BADM 482 Business Policy & Strategy	Y	Y	Y	N
Econ List	Y	Y	N	N
Major Electives or Minor	20	20	20	N
<i>Subtotal, Requirements of the Proposed Major</i>				N
Free Electives	21-23	21-23	21-2 3	N
Total, Degree with Proposed Major	120	120	120	0

\*If the major will be available in more than one degree (BA, BS, BS Ed) at the new site(s) and the number or distribution of credits will vary with the degree, provide a separate table for each degree.

## 5. How will you provide student services comparable to those available for students on the main campus?

The BBA-Management degree online and will utilize the current student support infrastructure systems developed for online programming. USD's Beacom School of Business has been offering the MBA online since 2004; thus service provision through the University's Division of Continuing and Distance Education and the Beacom School of Business is well established.

All recruitment and advising will be managed through current systems established to support online students. Initial information will be provided by on-campus professionals; once accepted

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into the BBA-Management program students will be advised by professional advisors through the Beacom School of Business. Online students have access to the BSOB Employment Services Center. This will be true for the BBA-Management students as well. Additionally, the University of South Dakota I.D. Weeks Library has long served undergraduate/graduate students engaged in course work away from the main campus in Vermillion; this includes students enrolled in online courses.

Finally, all faculty identified to teach online will be required to successfully complete USD's Quality Assurance Training and review process as approved by the Electronic University Consortium (EUC). This process ensures the course design; pedagogy and communication strategies are aligned with best practices. Technical support will be provided by USD's Information Technology Services as they provide 24/7 technical support. The Center for Teaching and Learning (CTL) provide faculty with instructional design expertise along with ongoing professional development experiences. The CTL provides one-to-one consultation for faculty during all phases of course design and development. In addition, they offer a variety of specialized distance learning workshops, faculty book club discussion groups and webinars to meet the on-going professional development needs of online and distance faculty members.

**6. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).**

The Beacom School of Business has been continuously accredited by the Association to Advance Collegiate Schools of Business (AACSB) International since 1949. The Bachelor of Business in Management, as a program offered by the Beacom School, is accredited by AACSB International. As a result, additional costs are expected to be minimal. AACSB International requires comparable quality across all programmatic delivery modes, as outlined in accreditation standards revised (January 31, 2010). The online BBA-Management will meet these standards.

**7. Does the University request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy. If no exceptions are requested, enter "None."**

None

**8. Costs, Budget & Resources Related to New Courses at the Site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional technology and software, other O&M, facilities, student services, etc needed to implement the program at the new site(s). Complete Appendix B – Budget using the system form.**

The budget for the new proposed online/site-based BBA/Management is provided as Appendix B.

In FY13, the Division of Continuing and Distance Education will cost flow start-up costs for any new course developments at \$3,000 per course and will provide \$15,000 initial marketing support to roll out the program. These investments will be covered by future revenue once the program is fully implemented.

## **Appendix A**

### **Bachelor of Business Administration Management:**

#### **Pre-Major Business Core 22 Hours**

The following courses are referred to as the Pre-Major Business Core and must be completed before full admission to the School of Business major is granted:

- ACCT 210 - Principles of Accounting I (C)
- ACCT 211 - Principles of Accounting II (C)
- BADM 101 - Survey of Business (C)
- BADM 220 - Business Statistics (C)
- ECON 201 - Principles of Microeconomics (C) (Used in partial satisfaction of SGR Goal #3)
- ECON 202 - Principles of Macroeconomics (C)
- MATH 121 - Survey of Calculus (C) **or** MATH 123 - Calculus I (C)

#### **Management (B.B.A.) 47 Major Hours, 120 Degree Hours**

Before enrollment in upper-level business classes, students must apply for admission to their major. (All classes are planned to be offered both Fall and Spring semesters on campus, unless otherwise noted. Course rotations are subject to change. Students should consult with their advisors for updates in sequencing. University Center - Sioux Falls students should reference the rotation schedule provided through the University Center - Sioux Falls website.)

#### **Degree Requirements (47 hours)**

In addition to completing the pre-major business core, students must complete the following courses:

- BADM 310 - Business Finance (C)
- BADM 321 - Business Statistics II (C)
- BADM 323 - Information Systems for Business Professionals
- BADM 350 - Legal Environment of Business (C)
- BADM 369 - Organizational Behavior & Theory
- BADM 370 - Marketing (C)
- BADM 425 - Production/Operations Management (C)
- BADM 482 - Business Policy and Strategy (C)
- School of Business Electives 20cr

Select one Economics course from the list below:

- ECON 301 - Intermediate Microeconomics (C) (Fall only.)
- ECON 302 - Intermediate Macroeconomics (C) (Spring only.)
- ECON 330 - Money and Banking (C) (Either Fall or Spring.)
- ECON 433 - Public Finance (C) (Either Fall or Spring.)
- ECON 441 - International Trade (C) (Either Fall or Spring.)
- ECON 451 - Economics for Managers (Either Fall or Spring.)

#### **Additional Requirements**

Students must also complete an intensive writing course (1-3 credits) and enough Advanced Free Electives to achieve a minimum of 60 credits at the 300/400 level. Most management majors must complete 10-12 credits of Advanced Free Electives to meet this minimum. (See Degree Requirements on Beacom School of Business page.)