**Program Application Worksheet for New Programs**

Title: Business Management

Award: Associates of Applied Science

CIP Code: 52.0201 CIP Title: Business Administration and Management, General

CIP 7:\_\_\_\_\_\_ CIP 8: \_\_\_\_\_\_ Credits: \_ 92-93 \_\_\_\_\_\_\_\_ POC: College: Melanie Brown

Program: Dave Oatman

**Program Length**: This is a two year Program **Date Implemented**: June, 2017

**Term Implemented**: Summer

**Year Implemented**: 2017

**Business Industry?** It is not restricted to a particular company or industry; it is not privately contracted/ not closed enrollment

**Career Area (please check the appropriate area)**

\_\_Agriculture, Food and Natural Resources Systems

\_\_Arts, Information and Communications

X Business and Management

\_\_Health Services

\_\_Human Resources

\_\_Industrial and Engineering Systems

**Program Summary**

Students completing the Business Management Associate of Applied Science (AAS) degree will be prepared for positions in management, marketing, and accounting. The degree includes electives to enable students to focus on one business area or develop a general background prior to assuming management positions.

**Program Contact Information**

Contact Name: Dave Oatman Contact Title: Division Dean

Contact Dept.: Business Contact Email: oatmand@lanecc.edu

Contact Phone: 541-463-5305 Contact Fax: 541-463-4741

**Financial Assistance Options Available to Students in this Program (Check all that apply)**

Federal: \_X\_\_ Workforce Investment Act - ITA: \_\_\_ Veterans Benefits:\_\_X\_\_

State of Oregon: \_\_X\_ Describe: State Need Grants and Oregon Promise

College: \_X\_\_ Describe: College Foundation Scholarships

Private Business, foundation aid: \_\_\_\_ Describe:

[Standard A](http://handbook.ccwdwebforms.net/handbook/approval-guide/examples-of-application-and-abstract-components/standard-a-program-highlights): Need: The community college provides clear evidence of the need for the program.

According to the most recent data available from the Oregon Employment Department, employment in this occupation in 2014 was much larger than the statewide average for all occupations. The total number of job openings is projected to be much higher than the statewide average number of job openings for all occupations through 2024. This occupation is expected to grow at about the statewide average growth rate for all occupations through 2024.

Reasonable employment opportunities exist.

This AAS degree provides both a core of business management educational outcomes and the ability for students to flexibly opt for in-depth knowledge in one or more areas or broad knowledge across the business and management curriculum.

See the Labor Market Information worksheet for additional detailed data on projected job openings and earning potentials.

[Standard B](http://handbook.ccwdwebforms.net/handbook/approval-guide/examples-of-application-and-abstract-components/standard-b-program-highlights): Collaboration: The community college utilizes systemic methods for meaningful and

ongoing involvement of the appropriate constituencies.

Lane Community College has designed this new Business Management program in response to student, community, faculty, and staff feedback.

This program will be monitored and overseen by the Business Department’s long time established advisory committee upon approval.

The program has been recommended by the business advisory committee, including representation from private and public industry, and faculty; and the Eugene Chamber of Commerce Committee for the Emerald Valley High Performance Enterprise Consortium. The Advisory Committee comprised of private and public sector employers sponsors an annual Job Fair for Business Students at Lane.

Program collaboration supporting PK-20 system integrations/ student transition includes Articulation Agreements with nine (9) area High School Districts for Business courses. Additionally, Lane offers the ASOT-Business which includes articulation agreements with all the Oregon public Universities. The collaborative systems support student transitions from secondary education through post-secondary education.

[Standard C](http://handbook.ccwdwebforms.net/handbook/approval-guide/examples-of-application-and-abstract-components/standard-c-program-highlights): Alignment: The program is aligned with appropriate education, workforce development,

and economic development activities.

This program has multiple entry points, including students currently in high school (through Lane’s College Now Credit program), students recently out of high school, and students who have been in, or are currently in, the workforce.

Credits transfer seamlessly from College Now courses to Lane. For the transfer courses, credits transfer to the Oregon public Universities as per the established articulation Agreements.

The program will continue to be monitored and overseen by the Business advisory committee.

This program teaches skills that lead to professional growth and advancement opportunities; it is a body of study that prepares the student for management and corporate position responsibilities.

[Standard D](http://handbook.ccwdwebforms.net/handbook/approval-guide/examples-of-application-and-abstract-components/standard-d-program-highlights): Design: The program leads to student achievement of academic and technical knowledge, skills, and related proficiencies.

* This program contains specific coursework for business and management as well as related instruction as required by state and by the accrediting body, Northwest Commission on Colleges and Universities (NWCCU), for the College.
* Each course identified for the program has specific learning outcomes that are part of the overall program goals.
* The program provides for specific learning outcomes as recommended by Lane’s Business Department Advisory Committee
* Courses for this program will be offered and published in the regular college class schedule, as well as promoted at employer sites and at the satellite campuses.
* Individual courses are already approved with the State of Oregon; new courses have been developed and approved through the curricular process. Course outlines are on file with The Business Department Dean’s Office.
* Through distributed offerings and flexible scheduling it removes some time and place barriers that current business students face in attempting to complete our AAS programs, and increases completions.
* The Business Management Program will be part of Lane’s formal Program Review process.

[Standard E](http://handbook.ccwdwebforms.net/handbook/approval-guide/examples-of-application-and-abstract-components/standard-e-program-highlights): Capacity: The community college identifies and has the resources to develop, implement, and sustain the program.

* This program utilizes existing curriculum. Courses are previously approved courses, and exist within previously approved programs. A new course in Operations Management will be developed as part of the program.
* Courses for this program are currently being taught at the College and online.
* The College is in process of hiring a new full time contracted Faculty to lead and implement the Business Management Program.

**Program Outcomes:**

Upon successful completion of this program, students should be able to:

1. demonstrate an understanding of the functions of leading, planning, organizing, and controlling in an organization,
2. make informed business decisions based on the use analysis of financial and budgetary data,
3. select appropriate marketing strategies for an organization,
4. Apply critical thinking and analytical skills in decision-making and problem solving.
5. Use software including word processing, spreadsheets, and databases to manage and interpret information to meet organizational needs.
6. Perform on the job in ways that reflect professional ethics, legal standards, and organizational expectations.
7. Apply adaptive managerial, supervisory and leadership practices in a variety of situations
8. Contribute to the planning, implementation, and evaluation of organizational goals and work products.

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| ***PROPOSED* CURRICULUM [List in a Defined Sequence of Courses Format,**  **e.g., Quarter-to-quarter mapping]** | | | |
| Course Number | **Course Title** | **Clock Hours** | **Credits** |
| CG 203 | Human Relations at Work | 33 | 3 |
| BT 120 | MS WORD for Business | 55 | 4 |
| MTH 095 | Intermediate Algebra | 55 | 5 |
| WR 121 | Introduction to Academic Writing | 44 | 4 |
| PE | Physical Education Requirement | 11 | 1 |
|  |  |  |  |
| BA 101 | Introduction to Business | 44 | 4 |
| BT 123 | MS EXCEL for Business | 55 | 4 |
| BT 165 | Introduction to the Accounting Cycle | 44 | 4 |
| BA 214 | Business Communications | 44 | 4 |
| PE | Physical Education Requirement | 11 | 1 |
|  |  |  |  |
| BT 206 | Co-op Ed: Business Seminar | 22 | 2 |
| BA 206 | Management Fundamentals | 33 | 3 |
| MTH 105 | Math in Society | 44 | 4 |
| BA 281 | Personal Finance | 44 | 4 |
| PE | Physical Education Requirement | 11 | 1 |
|  |  |  |  |
| BA 251 | Supervisory Management | 33 | 3 |
| BT 291 | Operations Management | 44 | 4 |
| BA 224 | Human Resource Management | 33 | 3 |
|  | Directed Elective | 44 | 4 |
|  |  |  |  |
| BA 226 | Business Law | 44 | 4 |
| COMM | Communication Course | 44 | 4 |
| BA 211 | Financial Accounting | 44 | 4 |
|  | Directed Elective | 44 | 4 |
|  |  |  |  |
| BA 278 | Leadership and Team Dynamics | 44 | 4 |
| BA 280 | Co-op Ed: Business | 108 | 3 |
| BA 223 | Marketing | 44 | 4 |
|  | Directed Elective | 44 | 3-4 |
|  |  |  |  |
|  | **Directed Electives** |  |  |
| BT 163 | QuickBooks | 55 | 4 |
| BT 221 | Budgeting for Managers | 44 | 4 |
| BT 150 | Business Web Pages with Wordpress | 44 | 3 |
| BA 250 | Small Business Management | 44 | 4 |
| BT 181 | Customer Service | 44 | 4 |
| SOC 204 | Intro to Sociology | 33 | 4 |

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| --- | --- |
| **TOTAL *PROPOSED* CREDITS:** | 92-93 |

**Division Deans Signature:**

|  |  |
| --- | --- |
| **Name**  **(Printed or typed)** | Dave Oatman |
| **Signature** |  |
| **Title** | Division Dean, Business & Computer Information Technology |
| **Date** |  |

**Executive Dean for Academic and Student Affairs Signature:**

|  |  |
| --- | --- |
| **Name**  **(Printed or typed)** | Jennifer Frei |
| **Signature** |  |
| **Title** | Executive Dean, School of Arts and Sciences |
| **Date** |  |

**Vice President for Academic and Student Affairs Signature:**

|  |  |
| --- | --- |
| **Name**  **(Printed or typed)** | Dawn DeWolf |
| **Signature** |  |
| **Title** | Vice President, Academic and Student Affairs |
| **Date** |  |