

Concept Paper for the proposed AAS in Business Administration

I. Title/Department/College/Proposer Contact Name & Contact Information

Associate of Applied Science in Business Administration

Business Studies Department, National Technical Institute for the Deaf (NTID)

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II. Goals and Justification for the Proposed Program

Due to the continued demand for individuals with a broad business foundation plus the knowledge, skills, and values needed for a variety of entry-level positions in a wide-range of businesses, an Associate of Applied Science (AAS) degree in Business Administration would be an important addition to the program portfolio of NTID's Business Studies Department. An AAS Business Administration degree is a standard business program offered at sixteen of eighteen New York State community college programs reviewed for comparison purposes. Current and former students have continually mentioned this major as an area of interest. They often desire to someday participate in the management of their family's business or own a business. Furthering our educational offerings with this type of program would be a great starting point for students who have broader-business related ambitions than the areas of applied accounting and administrative support currently offered in the department.

This proposed program would provide access to an education in the various aspects of standard business practices. This degree focuses not only on management (principles of management, organizational behavior, and personnel administration) but also encompasses the critical areas of business operations (principles of marketing, accounting, economic principles, business ethics, and business law). Students will receive leadership training in addition to becoming proficient in the use of computer software applications necessary to succeed in the business world. Decision-making skills will be stressed throughout the program as well as consensus-building skills that support working in team situations. Graduates will be employed in private and public sector entry-level positions including marketing, sales, retail, personnel, banking, office management, and hospitality, among others. The Bureau of Labor Statistics' report *Employment Projections—2014-2024* has projected 5.0 percent to 8.4 percent job growth for the following major occupation groups—management, business and financial, plus sales and related occupations (<http://www.bls.gov/news.release/pdf/ecopro.pdf>).

Graduates from an AAS Business Administration program will have a solid foundation in basic business competencies as well as the skills needed to succeed in a number of diverse businesses. Employment in the following diverse areas is projected to grow at the following rates from 2014 to 2024: lodging managers by 8 percent; financial clerks by 6 percent; property, real estate, and community association managers by 8 percent; and insurance sales agents by 9 percent; to name a few potential job opportunities for our graduates (<http://www.bls.gov/ooh/a-z-index.htm>). Individuals with business administration credentials are more competitive candidates in the eyes of many future employers because of the depth and breadth across multiple skills and competencies.

The Business Administration AAS program addresses the needs of three unique audiences. This program will prepare students for entry-level employment in business immediately following graduation; provides a quality education for students interested in transferring to a four-year college for a Bachelor of Science degree; and provide continuing education opportunities for those already working in business and industry. This program is not competing with our AS degree in Business. An ACT score of 18+ is required for entrance for AS students and an ACT score of 16 is required for entrance for AAS students. We want to establish a transfer-articulation agreement with the School of Individualized Studies from this AAS degree program to the BS in Applied Art and Sciences as we have with our other AAS degrees in Administrative Support Technology and Accounting Technology.

III. Description of the New Program

The proposed Business Administration Associate's degree focuses on general business operations and the critical decision making required for success in today's fast-paced work environment. Students will learn the fundamentals of business planning, interpersonal skills, and communication. This program blends practical business experiences with theory and teaches students how to apply these concepts in actual business situations through case studies, interactive sessions, and a co-op work experience. The AAS Business Administration degree is developed for students contemplating careers in the fields of marketing, sales, retail, advertising, banking, personnel, management, human resources, hospitality, and other related fields. All courses shown in this mask are part of our existing AAS program masks except for Business Law, Introduction to Economics, Organizational Behavior, and Leadership & Motivation.

The proposed curriculum provides students with abilities to:

- Demonstrate knowledge of fundamental business concepts and principles
- Deal effectively with employee relations issues
- Work with basic computer software packages
- Discuss and analyze issues that encompass critical areas of business operations
- Communicate effectively in a business environment

Fall Semester (1st year)	Credits	Spring Semester (1st year)	Credits
€ NCAR-100 Freshman Seminar	1	€ UWRT-150 First Year Writing	3
€ LAS Elective: NMTH 140 or higher	3	€ LAS Perspective 6	3
€ NAST-140 Essential Document Production	3	€ NACT-170 Intro to Web Development	3
€ NBUS-200 Orientation to Business	3	€ NBUS-217 Fundamentals of Management	3
€ NAST-160 Spreadsheet Applications for Bus	<u>3</u>	€ NACC-201 Accounting 1	<u>3</u>
	15		15
Fall Semester (2nd year)	Credits	Spring Semester (2nd year)	Credits
€ LAS Perspective 3	3	€ LAS Perspective 4**	3
€ NBUS-213 Applied Ethics for Business	3	€ NBUS-2xx Business Law	3
€ NACC-202 Accounting 2	3	€ NAST-220 Database Applications for Business	3
€ NAST-210 Essentials of Business Communication	3	€ NBUS-2xx Organizational Behavior for Business	3
€ NBUS-221 Essentials of Human Resources Mngt	<u>3</u>	€ NBUS-223 Fundamentals of Marketing	3
	15	€ Wellness Education	<u>0</u>
			15
Fall Semester (3rd year)	Credits	A summer co-op work experience is required between the fourth and fifth semester.	
€ LAS Perspective 1	3	**A 3-credit ASL/Deaf Cultural Studies Course, to be taken at NTID or another college of RIT; will count for RIT Gen Ed credit if it is simultaneously an RIT (non-NTID) Perspective Category course.	
€ LAS Perspective 2	3	Note: Courses with 2XX numbers are new	
€ NBUS-2xx Leadership and Motivation	3		
€ NBUS-225 Introduction to Economics	3		
€ Open Elective	<u>3</u>		
	15		

IV. Fit with RIT Academic Portfolio Blueprint Characteristics and Criteria

Characteristics:

I. Innovative Teaching and Learning:

Much of the instruction in this program will be interactive and will include the use of current and emerging smart devices utilized in the global business world.

II. Experiential Learning:

Through a capstone project in the Leadership and Motivation course, students will work directly with peers, mentors, and business leaders to achieve a professional capstone presentation. Students will be required to complete one co-op experience.

III. Inclusive Excellence:

NTID students will be preparing for careers in a field where no NTID AAS degree programs currently lead. Also, students will take general education coursework in other colleges of RIT, thus adding to the breadth of student experiences.

Criteria:

I. Centrality:

In response to NTID's Strategic Plan 2020, the Business Studies Department reviewed its portfolio of career-focused degree programs and concluded the need to add an AAS Business Administration degree option. Through a unique blend of curricular and experiential learning this program prepares its students to broaden their thinking, their perspectives, and their actions through personal and professional development which will prepare "T-shaped graduates" described in RIT's 2015-2025 Strategic Plan. This program will also add another potential path for transfer purposes in order to further a graduate's education.

II. Marketability

The Business Studies Department has had no problem attracting students to our general business sequence of courses. These courses are always in high demand and many students will elect to take an additional general business course while completing their final Perspective courses. In addition this program is targeting students who did not meet the entry requirements for the AS in Business degree.

Scott Hooker, Direction of NTID Office of Admissions, fully supports the development of a new AAS degree in Business Administration. "Based on marketing research, application trends, and admissions anecdotal information, the AAS in Business Administration will meet our needs, be of interest to many of our prospective and current students and help with NTID's enrollment."

III. Quality

Faculty members within the Business Studies Department have sufficient expertise to teach the technical courses, assuring quality course delivery. Innovative and effective pedagogical approaches that support student centered learning, including alternative delivery systems and technology, are the cornerstone of NTID Business Studies faculty approach to course delivery. This program will incorporate the same high standards for rigorous academic learning and outcomes for our students' career preparation as demonstrated in our current AAS programs.

V. Synergy with Other Programs

Students will benefit from the Intro to Web Development course (NACT-170) from the NTID Applied Computer Technology AAS program. This course provides technical skills utilized by businesses in the global marketplace.

The Applied Ethics for Business, Fundamentals of Management, Essentials of Human Resources Management, and Essentials of Business Communication courses, all incorporate interactions between the students, NTID Employment Advisors, and outside speakers in an effort to prepare students for the challenges they will face in the workplace. In addition, the Business Administration students will take these required classes with students in the AAS Administrative Support Technology program and the AAS Accounting Technology program. Business students from these majors will learn to share the common language of business as the various concepts and theories of business are applied to course work. Three of the new courses shown in the program mask could be taken as electives by students in our other AAS degree programs.

The Business Studies Department will work to establish a transfer-articulation agreement with the School of Individualized Studies for this AAS degree program as we have with our other AAS degrees in Administrative Support Technology and Accounting Technology.

VI. Administrative Structure for the New Program

The administrative structure of the proposed program will follow the standard administrative structure of NTID. The chair will work with the department's program coordinator as needed relative to administrative duties such as course scheduling, faculty assignments, and program budget.

VII. Enrollment Expectations and Sustainment

For years the Business Studies Department has had no problem attracting students to our general business sequence of courses (Orientation to Business, Fundamentals of Marketing and Fundamentals of Management). These courses are always in high demand. Very often students from the Applied Computer Technology program have taken one or more of these courses.

We anticipate that we can fill the enrollment demand primarily from students that would not otherwise come to NTID. Students accepted into this program will be screened to meet the enrollment criteria of this associate degree, meaning they have the ACT scores indicating readiness to take the courses identified in the first semester of the planned course mask.

Enrollment projections, pending certification by Jim Miller, Senior VP of Enrollment Management, are summarized in the following table and detailed in the Appendix for years 1-5. This table shows that we anticipate enrolling 8 students the first year. We project 90% retention with 7 students persisting and 9 students enrolling in year 2, yielding a total of 16 students in the fall semester in year 2. By year 3 there would be 7 students persisting from year 1, 8 students persisting from year 2, and 10 students enrolling for a total of 25 students in year 3. Students from year 1 will graduate after the fall semester of year 3. Similar patterns are projected for years 4 and 5.

Enrollment	Year 1 AY 17-18	Year 2 AY 18-19	Year 3 AY 19-20	Year 4 AY 20-21	Year 5 AY 21-22
Enrollment Fall Semester	8	16	25	27	28
Enrollment Spring Semester	8	16	18	19	19
Total Semester Enrollment	16	32	43	46	47

VIII. Impact of Resources

The Business Studies Department recently hired two new lecturers who began work on January 4, 2016. Our Introduction to Economics course will be taught by one of these individuals. For two of the other new courses, we have two faculty with expertise in organizational behavior plus leadership and motivation. For other courses we currently have the capacity to accommodate these students. In addition another lecturer has taught business law at another school and will be able to cover this course for us.

Within the Business Studies Department it is anticipated that there will be a couple of retirements within the next few years. One retirement will impact instruction in a current AAS degree program. By the time this occurs, the Department will be able to determine all instructional needs for specific types of instructional expertise within the Accounting Technology, Administrative Support Technology, and the Business Administration programs.

Currently we have classrooms (2 or 3 out of 5) available for more 8 a.m. and 4 p.m. class sessions. Given the AAS Business Administration program design, we will offer an additional section of our core general business courses (Orientation to Business, Fundamentals of Marketing and Fundamentals of Management) during the first three semesters of the mask. We have the necessary faculty and facilities needed for these additional course sections.

IX. Cost Model

The NTD cost model analysis, which will be forwarded to the Provost, includes four tables detailing projected expenditures and revenue over the first five years of the program. There are no anticipated capital expenditures. Faculty/staff salary and benefits plus costs such as computers, instructional supplies, telephone, software licenses, travel/conferences, and tuition payment for RIT credits total approximately \$1,625,000. These costs are projected to be offset by more than \$1,750,000 in tuition revenue. Total revenue minus expenses over the five years is estimated to be approximately \$127,000. [Note that NTID's tuition is applied to support all academic and non-academic programs accessed by students and the program does not fit into the Net Tuition Revenue Model used by other RIT colleges. Tuition is subsidized by federal appropriations and is therefore not cost related.]

X. Conclusion

In summary, the AAS degree in Business Administration will allow us to expand our Business Studies portfolio of programs into additional career areas of the business world. This program will provide a broader business education for students and subsequent employment opportunities. Graduates will be employed in private and public sector entry-level positions including marketing, sales, retail, personnel, banking, management, and hospitality, among others.

This concept paper was developed and reviewed by the Business Studies curriculum committee: Mary Lou Basile, chair, and committee members comprised of the faculty in the Business Studies Department. There was unanimous support for developing and offering an AAS in Business Administration degree program by the Department Curriculum Committee.

XI. Summary of Community Input and Response to Input

APPENDIX:

NTID BUSINESS ADMINISTRATION AAS—ENROLLMENT PROJECTIONS

		Year 1			Year 2			Total Per Semesters	
		Enroll 8 Students			Enroll 9 Students			Persisting	Total Per Semesters
		Internal Transfer	Would come to NTID w/o program	NEW to NTID	Internal Transfer	Would come to NTID w/o program	NEW to NTID	Total	From Year
Fall Semester	3	1	4	8	2	1	6	9	1
Spring Semester	3	1	4	8	2	1	6	9	7
									TOTAL
									16
									16

		Year 3				Year 4				Total per Semester	
		Enroll 10 Students				Enroll 10 Students				Persisting	Total per Semester
		Persisting	From Year	NEW to NTID	Total	Internal Transfer	Would come to NTID w/o program	NEW to NTID	Total	From Year	Total
1	1	2	8	15	25	1	1	8	10	9	17
1	1	0	8	8	18	1	1	8	10	0	9
											27
											19

		Year 5				Total per Semester	
		Enroll 10 Students				Persisting	Total per Semester
		Internal Transfer	Would come to NTID w/o program	NEW to NTID	Total	From year	Total
1	1	1	8	10	10	3	13
1	1	1	8	10	10	4	14
							28
							19

As part of the proposed NTID Business Administration (AAS) degree program, expected graduation rates were developed considering the following deaf and hard-of-hearing cohorts:

- NTID Accounting Technology (AAS) degree program students
- NTID Administrative Support Technology (AAS) degree program students

These two cohorts combine to cover the unique aspects about the proposed program, justifying the expected graduation rates proposed. Each of the two cohorts categorize a relatively small number of students, especially when using the IPEDS methodological approach of defining cohorts of first-time, full-time degree seeking freshmen. The NTID Business Administration (AAS) degree program, similar to its departmental counterparts, referenced above, *will not* be prepared for entry into the Saunders College of Business upon graduation, but may later funnel into the School of Individualized Study (SOIS) under future articulation.

In an effort to moderate the observed variation in graduation rates, three-year averages were calculated. A six-year graduation rate was considered, in light of those students continuing their study as part of the SOIS. The consideration of this rate is entirely a function of allowing any student who transfers, prior to completing the associate degree, to the SOIS, a complete 150% of their new program’s designed length of time to graduate. Otherwise, students remaining in this associate degree program for their academic career will be counted as graduated or not, at eight semesters, given the program’s designed length of five semesters.

Six Year Graduation Rate	
NTID Accounting Tech. + NTID Adm. Support Tech.	50.00%

The NTID Administrative Support Technology (AAS) program contains cohort sizes that in many years are zero, or less than five. As a result, the two degree programs referenced above have been combined, in an effort to recommend an expected graduation rate. Based on the three-year weighted averages above, it would seem reasonable to expect a graduation rate of approximately 50.00%, to be evaluated on an annual basis beginning with the third cohort of incoming students. The expected graduation rates for the first five cohorts of incoming students follows as:

Fall Cohort	6 Year Graduation Rate
2017	50%
2018	50%
2019	50%*
2020	50%*
2021	50%*

*To be reviewed annually

