

Program: 2012-2013: Business Administration, BS (B10)

Description: B11 - BUSINESS TECHNOLOGY ended 2008

| Sec # | Section Name |
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| Area # | Name |
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| | |
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| 1 | Centrality |
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How does the program support the mission, core themes, and vision of MSU-Northern

1 Advancement of MSUN's vision, mission, and core themes.

How well does the program support this area?

1. We offer a bachelor's degree in business administration with a minor required. Our student body is composed of students representing each of the ethnic and sociocultural groups on campus. International students choose business often.

2. Curricular decisions are made with students in mind. Students are advised and mentored by faculty with their ultimate success as the priority.

Help students with resumes, letters of reference, calls to employers, scholarship recommendations, etc.

3. Marketing plans for community organizations. Community service requirements in leadership class. Community projects completed by Students in Free Enterprise. Guest speakers in small business management class. Students are encouraged to volunteer for, and participate in, community events such as Hands-on History.

2 Necessity of program based on statute, government regulation or other internal or external mandates

The Board of Regents requires 3 credits of cultural diversity training. Our International Business class satisfies that requirement.

3 Number of other programs of the same or similar kinds in Montana or in the bordering states

This is for Major Programs only.

Virtually every 4-year university has an equivalent bachelor degree in Business Administration.

4 Potential impact on other MSUN programs

Northern's business program provides courses required in a number of University degrees: Health Promotion, Industrial Technology, Equipment Management, Community Leadership, Computer Information Systems, Graphic Design.

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| 2 | Productivity |
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Productivity numbers are to be based on the 2010-2011 and 2011-2012 academic years combined or averaged as indicated in the section areas.

1 Credit hours taught

Total Past 2 years.

| F10 | Class Credits | | | Credit Hours Taught | | Total | Total |
|------|---------------|------------------|-------------------------------|---------------------|----------------|----------------------|----------------------|
| | Full Time F2F | Full Time Online | Full Time Independent Studies | Adjunct F2F | Adjunct Online | Classes AY 2010-2011 | Credits AY 2010-2011 |
| ACTG | 3 | 1 | | | | 4 | 12 |
| BUS | 12 | 7 | 2 | 1 | 1 | 23 | 69 |
| SBM | 2 | | | | | 2 | 6 |
| TSS | 1 | 1 | | | 1 | 3 | 9 |

| Sec # | Section Name | | | | | | | | |
|--------|-----------------------|---------------|------------------|-------------------------------|-------------|----------------|----------------------------|----------------------------|--|
| Area # | Name | | | | | | | | |
| | Fall Totals | 18 | 9 | 2 | 1 | 2 | 32 | 96 | |
| | Sp 11 | Full Time F2F | Full Time Online | Full Time Independent Studies | Adjunct F2F | Adjunct Online | Total Classes AY 2010-2011 | Total Credits AY 2010-2011 | |
| | ACTG | 3 | 1 | 1 | | | 5 | 15 | |
| | BUS | 10 | 7 | | 2 | | 19 | 57 | |
| | SBM | 1 | | 1 | | | 2 | 6 | |
| | TSS | | | | 1 | | 1 | 3 | |
| | Sp Totals | 14 | 8 | 2 | 3 | 0 | 27 | 81 | |
| | Su 11 | Full Time F2F | Full Time Online | Full Time Independent Studies | Adjunct F2F | Adjunct Online | Total Classes AY 2010-2011 | Total Credits AY 2010-2011 | |
| | ACTG | | 2 | 1 | | | 3 | 9 | |
| | BUS | | 4 | 2 | | | 6 | 18 | |
| | SBM | | | | | | 0 | 0 | |
| | TSS | | | | | | 0 | 0 | |
| | SuTotals | 0 | 6 | 3 | 0 | 0 | 9 | 27 | |
| | AY 10-11 Grand Totals | 32 | 23 | 7 | 4 | 2 | 68 | 204 | |
| | Fall11 | Full Time F2F | Full Time Online | Full Time Independent Studies | Adjunct F2F | Adjunct Online | Total Classes AY 2011-2012 | Total Credits AY 2011-2012 | |
| | ACTG | 3 | 1 | | | | 4 | 12 | |
| | BFIN | 1 | | | | 1 | 2 | 6 | |
| | BUS | 10 | 8 | 2 | 1 | | 21 | 63 | |
| | SBM | 2 | | 2 | | | 4 | 12 | |
| | TSS | | 1 | | | | 1 | 3 | |
| | Fall Totals | 16 | 10 | 4 | 1 | 1 | 32 | 96 | |
| | Sp 11 | Full Time F2F | Full Time Online | Full Time Independent Studies | Adjunct F2F | Adjunct Online | Total Classes AY 2011-2012 | Total Credits AY 2011-2012 | |
| | ACTG | 3 | 1 | 1 | | | 5 | 15 | |

| Sec # | Section Name | | | | | | | | |
|--------|-----------------------|---------------|------------------|-------------------------------|-------------|----------------|----------------------------|----------------------------|-----|
| Area # | Name | | | | | | | | |
| | BFIN | | 2 | | | | 2 | 6 | |
| | BGEN | | | | | | 0 | 0 | |
| | BMGT | | | | | | 0 | 0 | |
| | BMKT | | | | | | 0 | 0 | |
| | BUS | 7 | 9 | 1 | | | 17 | 51 | |
| | SBM | 1 | 1 | 2 | | | 4 | 12 | |
| | TSS | | 1 | | | | 1 | 3 | |
| | Sp Totals | 11 | 14 | 4 | 0 | 0 | 29 | 87 | |
| | Su 11 | Full Time F2F | Full Time Online | Full Time Independent Studies | Adjunct F2F | Adjunct Online | Total Classes AY 2011-2012 | Total Credits AY 2011-2012 | |
| | ACTG | | 2 | | | | 2 | 6 | |
| | BFIN | | 1 | | | | 1 | 3 | |
| | BGEN | | | | | | 0 | 0 | |
| | BMGT | | | | | | 0 | 0 | |
| | BMKT | | | | | | 0 | 0 | |
| | BUS | | 2 | 1 | | | 3 | 9 | |
| | SBM | | | 2 | | | 2 | 6 | |
| | TSS | | | | | | 0 | 0 | |
| | Su Totals | | 05 | 3 | 0 | 0 | 8 | 24 | |
| | AY 11-12 Grand Totals | 27 | 29 | 11 | 1 | 1 | 69 | 207 | |
| | 2-year Totals | | 59 | 52 | 18 | 5 | 3 | 137 | 411 |

2 Degrees granted
Average Past 2 years.

2011: 3
2012: 12
(B11)Business Technology Degree: 2011: 7, 2012: 3

3 Student retention
Freshman fall to spring
Freshman to Sophomore
Looking at Past 2 years.

| | AY 10 | AY 11 |
|------|-------|-------|
| A.S. | 72.73 | 100 |
| B.S. | 80 | 85.71 |

4 Time-to-degree
Past 2 years.

For the AY10 and AY 10 cohorts, the data is not yet available.

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5 Number of Majors/Minors
Calculated per Faculty FTE
Average Past 2 years.

| | |
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| 87 | 112 |
| Avg: 99.5 | |
| FFTE: ?? | |

6 Number of enrollments
SFTE per Faculty FTE for courses taught by faculty in the program.
Past 2 years.

| | AY 2010-2011 | AY 2011-2012 | 2 Year Total |
|--------------|--------------|--------------|--------------|
| SFTE | 183.8 | 178.2 | 362 |
| Faculty | 6.5 | 5.5 | 12 |
| SFTE/Faculty | 28.3 | 32.4 | 30.2 |

7 Credits taught by full time vs. part time instructors.

| | AY 2010-2011 | AY 2011-2012 | 2 Year Total |
|--------------------------------|--------------|--------------|--------------|
| Full Time Faculty Class Totals | 129 | | 387 |
| Adjunct Faculty Class Totals | 8 | | 24 |

8 Other factors influencing productivity

Each class in the major, associate's degree, and our four minors are taught both face-to-face and online. Online courses require more time than face-to-face classes in that one must spend considerably more time communicating with students to provide feedback and to maintain a sense of community, grading papers and assignments (download, make corrections, and upload), and recording lectures and/or sample problems.

In addition, all program faculty serve as mentors to large numbers of students and serve on multiple University committees. Assessment, virtually continuous program review, work on articulation agreements, and working with other disciplines to develop new options for students also requires significant time.

3 Demand - external

Present and future demand of the program.

1 Present and future demand for program output as measured by market demand for graduates, economic/scientific/social trends

Some resources:

[Montana Department of Labor Information](#)
[Bureau of Labor Statistics Occupational Outlook Handbook](#)
[Economic News Release for the Department of Labor](#)

Montana Department of Labor & Industry:
 Montana Industry Projections:
 Industry: Management of Companies and Enterprises: 2010 Estimated Employment: 1,696; 2020 Projected Employment: 1,793; Annual Growth Rate: 0.6; Percent Change: 5.7 (retrieved 2/15/2013 from <http://www.ourfactsyourfuture.org/cgi/dataanalysis/indPrjReport.asp?menuchoice=indprj>).
 Professional and Business Services: 2010 Estimated Employment: 39,173; 2020 Projected Employment: 49,302; Annual Growth Rate: 2.3; Percent Change: 25.9 (retrieved 2/15/2013 from

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| | http://www.ourfactsyourfuture.org/cgi/dataanalysis/indPrjReport.asp?menuchoice=indprj?menuchoice=indprj |
| 2 | Partnerships with external stakeholders We have formal articulation agreements with many other colleges and universities, including tribal colleges, Great Falls College, |
| 3 | The uniqueness of the program In the university system, our program is not unique in terms of course work due to the fact that virtually all MBA programs require the same foundational courses. However we are unique in the fact that we are co-located with technical programs that allow us to partner with other degree areas to provide management training as part of those degrees. Our degree also requires a minor, but that minor may be from any area in the University that offers a non-teaching minor. That allows us to help our students focus their degree on their future. |
| 4 | Project percentage of on-line vs. on-the-ground enrollments FTE What is the current percentage and what future opportunities may be available? Currently, online classes have been full, with waiting lists. Unfortunately, due to faculty overload (all faculty at maximum loads), there is little flexibility in adding sections for online classes. We also believe that there is a substantial presently unmet demand for an online accounting minor that we are working to address. Thus far, our online enrollment has been built through word-of-mouth. We believe that actually marketing the program would easily increase demand; demand that with current staffing, we could not fill. |

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| 4 | Demand - internal Utilization of the program courses by other areas and programs. |
| 1 | Courses in the program that are in general education. BGEN 360 - International Business |
| 2 | Course offerings in the program required in other programs. Northern's business program provides courses required in a number of University degrees: Health Promotion, Industrial Technology, Equipment Management, Community Leadership, Computer Information Systems, Graphic Design. |
| 3 | Enrollment demand for program courses Student FTE credits of majors in courses offered Student FTE credits of non-majors in courses offered SFTE - Majors: 253.2 SFTE - Non Majors: 100.4 |

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| 5 | Quality |
| 1 | State, national and international reputation of the program Students with accounting minors are able to seamlessly matriculate into the U of M Masters of Accountancy program. The same holds true for our Business Administration majors and the U of M MBA program. |
| 2 | Faculty recognition Northern Golden N awards Barb presents at Extended Learning Institute (Best Practices Gallery Walk award winner) |
| 3 | Student work experiences or other co-curricular learning experiences Co-ops, internships (optional in the program) Work study Hands-on experience writing marketing plans for real businesses. |
| 4 | Faculty achievements in teaching |

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| | <p>Northern Golden N awards Barb presents at Extended Learning Institute (Best Practices Gallery Walk award winner)</p> |
| 5 | <p>Success in establishing and meeting learning goals</p> <p>Faculty met to define the terminal skills, knowledge, and dispositions required of graduates. Our assessment plan was formulated around those criteria. Each syllabus contains learning goals (required by FLOC) and assessment methods to assess their attainment. Presently, department faculty are in the process of aligning the knowledge base and assessment with a national business accreditation body (Accreditation Council for Business Schools and Programs (ACBSP).</p> |
| 6 | <p>Other factors</p> <p>Professional development Training Maintaining certifications ...</p> <p>Barb - SHRM, Faculty Development International Business Grant, Extended Learning Institute (3 years), certified in information mapping and six thinking hats Rod - Continuing Education in Accounting, CPA license, AICPA member, licensed realtor Byron - OEC instructor, CPR, Kevin - Member American Management Association, Member American Marketing Association, Member Marketing Management Association, Past member of Great Falls Tribune Advisory Board Lanny - ASCD, NEA, MarketingPro member, trained Indianpreneurship mentor, SIFE Sam Walton Fellow</p> |
| 6 | Size |
| 1 | <p>Critical mass of faculty, students, curricular offerings.</p> <p>Our current 2-year average of declared majors is 88. We feel we could easily double that number with the addition of a minimum of one new full time, tenure track faculty just to get existing faculty out of overload. Our online offerings continue to attract significant numbers of students with no marketing. Face-to-face offerings have room for significant growth as well.</p> <p>We continue to pursue efforts to leverage our existing courses through the development of "management" degrees tied to other disciplines.</p> |
| 2 | <p>Outline personnel and/or facilities issues attached to quality, growth, and expansion.</p> <p>We believe that there is substantial room for growth in terms of facilities, however there is little room for the program to grow online due to lack of faculty. Additionally, we require substantially more bandwidth to increase the quality and efficacy of our online offerings.</p> |
| 7 | Cost Effectiveness |
| 1 | <p>Faculty efficiency</p> <p>Individual faculty salary/ SFTE</p> <p>FY 2011 = \$4,099 per SFTE FY 2012 = \$4,228 per SFTE</p> |
| 2 | <p>Investment in facilities and equipment</p> <p>Estimate of cost to Grow, Maintain, Integrate, Reduce program.</p> <p>In order to grow or maintain we need increased bandwidth for online teaching. Classroom and computer lab space to allow for growth is adequate at present.</p> <p>Possible software upgrades to allow more interactive work in current and future coursework.</p> |
| 3 | <p>Investment in personnel</p> <p>Personnel costs to Grow, Maintain, Integrate, Reduce the program.</p> |

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| 4 | <p data-bbox="215 142 1560 247">To maintain the program, one full-time, tenure track faculty member to reduce overload of current faculty. Growing the program will require at least one additional full-time, tenure track faculty and adjunct faculty to allow expansion of offerings as required. Work study students to assist faculty.</p> <p data-bbox="215 258 578 331">Revenue generating activity Grants, donations, others...</p> <p data-bbox="215 342 1560 447">We believe that our online courses generate significant amounts of additional revenue for the institution through the online fees. Humanities Montana Speaker's Bureau grant - International business course speaker</p> |

Faculty Recommendations

Our Business Administration degree is virtually identical to any that you will find in the state or the region. Our program is reflective of the requirements of both industry and of MBA programs which explains its lack of uniqueness. What we believe makes our program unique in the Montana University System, however, is the fact that we are co-located with the technical sciences, giving us the ability to create synergies not available to other campuses. Additionally, our faculty members all have actual work experience which might be considered unique on some campuses of the system. Our Business Administration degree is offered both face-to-face and to online students, and we are one of few programs on campus that provides a 4-year schedule to our students. Our students know exactly when classes will be offered, the mode of delivery, and the instructor. We have seen considerable growth in our online offerings. In fact, most of our online courses cap out and have waiting lists. Unfortunately, since all current faculty are at maximum credit load (30 credits per year), there is no flexibility in terms of adding sections. Again, this growth in our online courses has occurred in spite of no focused marketing of our online courses, and even more troubling, our online degree. We believe that there is substantial room for growth, but that growth will require an investment in additional faculty and an investment in focused marketing of the program (especially the online degree and minors).

Senate Recommendations

Recommendation: Grow. This program provides courses required in other MSU-N programs of study. It is well enrolled and unique due to co-location with technical programs on campus and the fact that students have a choice of a minor. Faculty are high quality (work experience). Growth will require an investment of faculty and bandwidth.

Academic Council Recommendation

Grow
This program has a great deal of growth potential, as the enrollment figures clearly demonstrate. However, the current faculty are at full capacity, and the program is maintained without any room for flexibility. One additional faculty member would allow for growth, and student needs could be met far more easily as a result. One new faculty member is needed to get existing faculty members to a normal, reasonable load. For growth, additional hires are necessary.

Provost Recommendation

Grow
Hire faculty member to get them off of overload. Grow, and determine if another faculty member is needed.

Faculty Comments
