

Contact: Rachel Boon

**REQUEST FOR NEW PROGRAM AT THE UNIVERSITY OF NORTHERN IOWA:
BACHELOR OF ARTS IN MANAGEMENT: BUSINESS ADMINISTRATION**

Action Requested: Consider approval of the request by the University of Northern Iowa for a Bachelor of Arts in Management: Business Administration in the College of Business.

The Council of Provosts and Board office support approval of this program.

Description of proposed program. The Management: Business Administration program already exists at UNI as a residential program. This proposal is to begin offering an online version of the program. The online offering will meet the needs of non-traditional learners who have an associate degree and are already working or place-bound but want the bachelor's degree to further their careers.

A career in business administration provides a path to meaningful, important work with a diverse understanding of many facets of business like accounting, management, sales and marketing, and employers tend to hire business administration management graduates. Through the Department of Management, the business administration degree prepares students for the field and helps them further advance their careers.

A key feature of the program is that it will expand access to a high-quality and flexible undergraduate Business Administration program to students who cannot attend courses on campus -- many of whom will be employed full-time. In addition, due to the success of the residential program and its continued success over several years, the College believes that this is the next step to continue the progression of the program post-pandemic.

Academic objectives. Successfully managing a company requires both depth and breadth of business-related skills, i.e., understanding all aspects of the business, from accounting and finance to marketing and supply chain. The Business Administration emphasis allows learners to take core classes covering every major part of a business. Furthermore, learners can choose from a variety of electives to customize the major to fit their career aspirations. Since it is the most flexible management emphasis (out of the three emphases), learners can create a program that helps them realize their academic and long-term career goals. The online program will be identical in coursework and objectives to the in-person offering with the following five (5) learning objectives:

Student Learning Objective 1: Learners will demonstrate disciplinary content knowledge.

Outcome 1.1. Apply planning and organizational activities that promote organizational effectiveness

Outcome 1.2. Apply foundational knowledge for the development of leadership, teamwork, and communication skills.

Outcome 1.3. Apply foundational knowledge for the development of problem-solving/decision-making skills.

Student Learning Objective 2. Learners will use quantitative skills to aid in business decision making

Outcome 2.1. Use inductive/deductive reasoning to accurately interpret quantitative data to reach appropriate conclusions.

Student Learning Objective 3: Learners will display communication skills.

Outcome 3.1. Accurately summarize material, both orally and in writing (i.e., prepare and email to summarize the content of a few attached documents)

Outcome 3.2. Clearly, politely request information or assistance (i.e., prepare an email to request a testing accommodation)

Outcome 3.3. Justify or explain a position or claim (i.e., orally defend a decision about a short case/situation)

Outcome 3.4. Effectively participate in a meeting (i.e., exhibit active listening behaviors in a discussion group)

Student Learning Objective 4: Learners will be able to apply critical thinking skills.

Outcome 4.1. Distinguish between structured and ill-structured problems

Outcome 4.2. Recognize tensions among alternative theses, differences of opinion, or alternative solutions to a problem

Outcome 4.3. Justify a position using context-specific rules/procedures of inquiry, and resulting evidence

Outcome 4.4. Construct a conclusion, or solution, following appropriate reasoning and evaluation of evidence

Student Learning Objective 5: Learners will understand the work value expectations of contemporary organizations.

Outcome 5.1. Learners will demonstrate understanding of business ethics and social

Need for program. Frequently over the last five years, we have had requests for the program to be delivered entirely online. Learners who transfer are especially interested in an online program. This request has been made from learners both geographically close to UNI and far away. With delivery modifications prompted by COVID, the program has developed an online delivery for learners as they had to deal with various states of quarantine or needed to be away from the classroom. This enabled experimentation with how the program could be completed virtually, thus being able to reach a wider audience.

Relationship to existing programs at the institution. This is not a new program; only the online delivery is new. The residential coursework of the same program is currently enrolled. An online program will not duplicate the existing model, rather it will increase student success by providing a pathway to completion for learners who cannot be a part of the residential model due to job changes, geographic location or other needs. The residential and online classes will have a degree of interchangeability, ensuring that all learners in either modality will have the opportunity to finish the program and attain their bachelor's degrees.

Relationship to existing programs at other colleges and universities. Iowa State University offers in-person and online options for a similar undergraduate degree in Business Administration. The University of Iowa offers only a residential BBA Management degree. Since the proposed online option is not a new program and is just an additional form of delivery of the existing program, there is no change in the way the current programs from the three universities relate to each other.

Resources to establish a high-quality program. The College of Business has outstanding faculty currently in place to staff this program, in addition to the systems of support for faculty who teach online and students who pursue degrees at a distance. The Business Core is taught by faculty from all departments within the College of Business. The Management Department faculty teach the courses for the Management program with Business Administration. Currently, the Management Department has 12 tenured/tenure-track faculty and eight instructors. Since most of the courses are already offered online, no new faculty will be needed to teach additional students to be enrolled via the proposed online program.

Student demand. UNI consistently receives requests for an online delivery mode. By moving the current curriculum to online delivery through a cohort model designed for part-time learners, we will serve a wider geographic audience and meet the needs of a new student population, specifically from Iowa but also from other states.

Workforce need/demand. Based on data from the Occupational Outlook Handbook from the U.S. Bureau of Labor Statistics, postsecondary education administrators have an expected 4% growth in the number of positions over the next 10 years (<https://www.bls.gov/ooh/management/top-executives.htm>)

With growing attention to student recruitment, retention, and student success, Iowa's colleges and universities continually seek out individuals who are prepared to meet the needs of students across academic and student affairs divisions.

Funding and Cost. Since the online program offers the same courses as our residential program, no new financial resources are needed. The only change will be that elective classes that are not typically taught online, will be taught online at least once every four semesters to allow for seamless completion of the online degree.

Projected student enrollment.

	Y1	Y 2	Y3	Y4	Y5	Y6	Y7
Undergraduate	20-25	20-25	25-30	20-30	30-35	30-35	35-40

Primary sources of students are from community colleges, private colleges, and from UNI's own students who did not complete a business degree previously, as well as draw from surrounding states. Full-time professionals from a variety of sources have reached out seeking an online program that does not require attendance of courses on campus.

Accreditation. The program in management, with business administration emphasis, is already an accredited program.

Evaluation plan. In addition to the annual program review required by the University, this program will undergo periodic Academic Program Reviews on a seven-year cycle as required by the Board of regents. The financial viability of the program will be assessed annually.

Date of implementation. January 2022.

Letters of Support.



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June 8, 2021

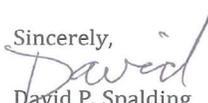
Leslie K. Wilson, Dean
College of Business Administration
University of Northern Iowa

Dear Leslie,

I am writing to offer our support for your new undergraduate Bachelor of Arts Management major: Business Administration emphasis online program.

We just recently received final approval for a similarly-positioned online degree completer program in general business and are looking forward to welcoming new students.

I strongly agree with you that there is a market for online degree completer programs and wish you the best outcomes for this new initiative.

Sincerely,

David P. Spalding
Raisbeck Endowed Dean

IOWA

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June 15, 2021

Dr. Leslie K. Wilson
Dean, College of Business Administration
Office of the Dean
University of Northern Iowa
1227 West 27th Street
325 Curris Business Building
Cedar Falls, IA 50614-0123

Dear Dean Wilson,

I am writing to offer our support for the proposed UNI Bachelor of Arts Management major: Business Administration Emphases online program. The online program will help give students another option to attend classes and I believe they would benefit from it. We wish you all the best with this new endeavor.

Sincerely,



Amy Kristof-Brown, Ph.D.
Henry B. Tippie Dean