

Business Program Planning & Assessment (BUSN / BCIS)

This document summarizes the mission and vision of the Business program within the ASTE Department. It also addresses the broad outcomes for the degrees within the program.

Mission Statement:

The Business program in the ASTE Department is a multi-disciplinary program (Business, Marketing, Accounting, Digital Media, Web Business, and Business Information Systems) committed to providing a sound base of business knowledge and up-to-date business, economic, and computer training. We recognize the needs of those who are preparing for further study, as well as those who want immediate skills, certifications, or degrees for a business career. Through the integration of these business disciplines and broad knowledge areas, we instill the curiosity and skills necessary for lifelong learning, financial competency, and service to society.

Departmental Vision

One key aspect of the program is to assist in the mission to *“prepare the people who create and sustain our region.”* The business program accepts its role in that mission and in the accompanying challenge & motto of *“Transforming Lives.”* This is a noble, albeit challenging goal, since Eastern serves a population base that covers the largest single geographic region in the state, contains many towns with fewer than 10,000 residents, and has less than half the state average for the percentage of residents with a baccalaureate degree. In addition, residents have income levels well below the state average, with one county listed as the poorest in the state.

The population we serve varies greatly in academic preparation, immediate educational needs, and long-term goals. In general, as we seek to support the overall mission of the college, we have identified four specific populations served by the business program:

- Students who lack appropriate academic or life-skills to succeed in college
- Students who do not want to complete a four-year degree but do want short-term training that provides specific, job-related skills
- Employees at local businesses who want short-term, customized training to start a new business, update current job skills, or prepare for enhanced employment
- Students who want to complete a baccalaureate or post-graduate degree

As we develop and review programs, we adopt the philosophy, *“Our Mission is Your Success.”* The educational programs, and the partnerships developed, are designed to meet the needs of each of the distinct populations identified above. In broad terms, the department encourages students to:

- Have an entrepreneurial mindset to believe anything is possible and recognize that the hardest step is to simply begin the journey.
- Consider one additional educational step beyond what he or she currently thinks is possible (e.g., if you can earn a certificate, consider an AS or AAS degree).
- Identify and commit to complete a full program pathway. For example, the short-term

certificates are stackable, meaning that a student who completes one certificate can use it to complete a longer degree in targeted BS and MS degrees.

- Intrusive advising and active faculty mentoring are used to help and support students.
- Provide mobile learning opportunities, highlighted by whole-class delivery options as well as through in-class applications and outside-of-class assignments.

Degree Descriptions and Desired Outcomes

Three Associate degrees and one Certificate of Completion are available to students. One degree is designed for students who plan to complete a four-year degree. The other applied degrees and certificates are partially stackable but focus on helping students who may not continue their education obtain specific, applied skills.

Common Expectations – All Degrees

- All students will be invited to meet with a specific CTE advisor and/or a program faculty member during the first year of the program of study.
- Incoming freshmen will be assigned a faculty mentor during their first semester.
- Program enrollment: All AAS, AB, and CC programs are available to students who have met the basic requirements to be admitted to the University. Individual courses that have specific prerequisites are listed in the catalog.
- All courses in the degree programs can be requested by interactive video (IVC) in several locations throughout the state to make it easier for students to take and complete classes.

Common Assessment Activities – All Degrees

- Student Evaluations: The standardized USU course evaluation will be administered in all regular classes with five or more students to allow students to evaluate both the courses and the instructors.
- Beginning in fall 2018, all associate and certificate programs will be reviewed bi-annually by program faculty and an advisory committee. The group will review:
 - The current construction of existing degrees and potential revisions.
 - A report of Gains, Gaps, and Goals.
- The Gains, Gaps, and Goals document would include:
 - Improvements made or notable successes (Gains)
 - Areas that need improvement (Gaps)
 - Goals to address the gaps
 - Key program data
 - Student enrollment in key classes within each degree.
 - Graduation data
 - Majors listed in Banner for each degree
 - Sample Gains, Gaps, and Goals from existing data:
 - Gain: Total (duplicated) headcount in all BUSN and BCIS classes offered at any location, including high schools, increased each year between 2015 and 2017, as summarized in the following table.

Calendar Year	Total Headcount	Increase / Decrease
2015	1,600	N/A

2016	1,817	217
2017	2,060	243

Table 1: Duplicated Headcount

- **Gaps:** Only 12 students applied for and received a degree during that same period.
- **Goals:** Increase marketing efforts & expand AAS & Cert programs to all regions. Challenges to address and action steps to consider include:
 - Avoiding UCAT competition
 - Designing and distributing new marketing material in 2018
 - Meet personally with a High School counselor in each school
 - Review existing courses to see if they fit a GE designation
 - Presentations → Communication Intensive or BHU
 - Business Math → QL
 - Entrepreneurship → Add as an HR option or a BSS
 - Consider adding individual certifications (MOS, Adobe, Security)
 - Have each faculty member contact at least one business teacher in our region to meet with students or teach for a day
 - Consider adding semester-length programs that may be needed as options within the degrees (e.g., Travel & Tourism for Moab).

Associate of Business (AB)

The Associate of Science Degree in Business is designed to help students transfer to a four-year school in Utah. This 65-hour (four full-time semesters) degree is designed for students interested in completing a Bachelor of Science Degree in Accounting, Marketing, or Management, at the university level. Students first complete the Associate of Business Degree at USU Eastern, then pick a related business major once they transfer to a four-year university.

The degree includes the General Education classes required to complete an AS degree as well as specialized business and computer courses designed to prepare students for further study.

Intended Outcomes & Assessment

- Students who complete the degree would have completed all general education requirements for transfer.
- Students would complete several core business classes to prepare for additional study at a University.
- A designated faculty member will meet at least annually with a statewide advising group to discuss transfer changes or student transfer issues (the Utah Business Academic Advising Network – UBAAN).
- USU Eastern will participate annually in Regent-sponsored Majors' Meetings that discuss course content and student transfer issues.
- At least eight classes in the degree count toward a B.S. in Business Education or a B.S. in General Technology.

Small Business Operations (AAS)

The Associate of Applied Science Degree is designed for students or community members who wish to complete their education in one or two years. A minimum of 15 hours of general

education, which shall include courses in composition, math, human relations, and six hours outside the major are required in addition to the major courses for the Associate of Applied Science degree.

The degree is intended to provide the basic skills and training needed for business owners or those should would like to start their own small businesses.

Intended Outcomes & Assessment

- Students will take courses designed to provide basic knowledge that can be used to start a personal small business or used while working in an existing small business.
 - Basic accounting operations and use of computerized accounting software
 - Computer software used for small business operations
 - Fundamental marketing & promotion techniques
 - Key legal issues of business operations
 - Verbal and written communication skills
 - Group dynamics, communication, and effective management techniques
- Graduating students, who do not pursue an additional degree, will be employed or self-employed within three months of graduation. An initial target of 75 percent employment has been established (beginning in fall 2018), as measured by phone or email surveys.
- At least 50 percent of the classes in the degree will also apply (stack) toward the AAS in IT Support & Web Development or the AAS in General Technology, Business Emphasis. Additionally, at least eight classes in the degree count toward a B.S. in Business Education

IT Support & Web Development (AAS)

The associate of applied science in IT Support and Web Development can lead to a rewarding, in-demand career. This degree combines the best of web design training with the technical aspects of maintaining a local area network for small businesses. Students gain the skills needed to work in entry-level jobs in webpage design, photo editing, video production, computer networking, and entrepreneurship.

The degree also includes stackable pieces to help students who want to gain valuable skills while still leaving options open for additional study. For example, students can also choose to take specific classes in just Web Business or Digital Design to obtain a one-semester length program in Web Business or Digital Design. Later, the classes in these shorter programs can be used to meet the requirements for designated AAS degrees.

In addition, several of the classes in the degree can be used for the AAS in General Technology or the Business Education degree.

Intended Outcomes & Assessment

- Students will take courses designed to provide basic knowledge that can be used to create and secure basic computer networks, design digital materials, and create initial e-commerce and web pages used for a small business. Classes will focus on:
 - Creating & managing network servers (hardware, software, and protocols)
 - Implementing current security protocols (Security+ certification)

- Using WordPress, Dreamweaver, and other software tools to create and maintain web pages
- Use CSS, HTML5, JavaScript and related web programming languages
- Using current software tools to design digital media for web pages and business promotions
- Graduating students, who do not pursue an additional degree, will be employed or self-employed within three months of graduation. An initial target of 75 percent employment has been established (beginning in fall 2018), as measured by phone or email surveys.
- At least 50 percent of the classes in the degree will also apply (stack) toward the AAS in General Technology, Business Emphasis, or the AAS in Small Business Operations. Additionally, at least 10 classes in the degree apply toward a B.S. in Business Education
- Students will be encouraged but not required to pursue industry certifications (Security+, Adobe, or MOS). At least 75 percent of students who attempt an industry certification exam will successfully pass the exam.

Professional Bookkeeper (CC)

This certificate is designed to help student prepare for and pass national tests for the American Institute of Professional Bookkeepers. Students who complete the certificate will be prepared to help a small business with business accounting, tax filing, general financial management, and budget tracking. Students will also take core classes that can be applied to longer, two-year applied science degrees in business or information technology.

Intended Outcomes & Assessment

- A professional certification exam will be encouraged but not required. At least 75 percent of students who attempt the Professional Bookkeepers exam will successfully pass the exam.
- All the classes in the certificate will apply (stack) toward the AAS in Small Business Operations. The majority of classes also count for other AAS degrees offered in the department.
- Students will take courses designed to provide basic knowledge of the following business concepts:
 - Basic accounting operations and use of computerized accounting software
 - Computer software used for small business operations
 - Verbal and written communication skills
 - Group dynamics and interpersonal skills

In addition to the degrees listed above, a number of related degrees and training options are available to students:

- Professional Bookkeeping, CP
- Web Business, CP
- Professional Bookkeeper, CC
- Accounting, BS/BA
- Business Administration, BS/BA
- Business Education, BS/BA
- Management Information Systems, BS/BA
- Marketing, BS/BA
- Business Administration, MBA

- Human Resources, MHR
- Instructional Technology, MEd
- Instructional Technology & Learning Science, MS
- Multimedia Development - Minor
- Agribusiness, BS