December 18, 2020

James D. Fielder, Jr., Ph.D.
Maryland Higher Education Commission
6 N. Liberty Street
Baltimore, MD 21201

Dear Dr. Fielder,

This proposal includes the establishment of a **Technology Management** Concentration within the Business Management AAS program.

New concentration for Commission review:

Program	CIP	HEGIS
Business Management AAS Concentration in **Technology Management**	52.0201	5004.01

If further information is required, please contact Rodney Redmond, acting Vice President of Academic Affairs (301-934-7846).

Sincerely,

Maureen Murphy

Maureen Murphy, Ph.D.
President

La Plata Campus
8730 Mitchell Road, PO Box 910
La Plata, MD 20646
301-934-2251 • 301-870-3008

Leonardtown Campus
22950 Hollywood Road
Leonardtown, MD 20650
240-725-5300

Prince Frederick Campus
115 J.W. Williams Road
Prince Frederick, MD 20678
443-550-6000

Regional Hughesville Campus
6170 Hughesville Station Place
Hughesville, MD 20637
301-539-4730

CSM-BUS-005

Cover Sheet for In-State Institutions
New Program or Substantial Modification to Existing Program

Institution Submitting Proposal	College of Southern Maryland

*Each **action** below requires a separate proposal and cover sheet.*

- ○ New Academic Program
- ◉ New Area of Concentration
- ○ New Degree Level Approval
- ○ New Stand-Alone Certificate
- ○ Off Campus Program

- ○ Substantial Change to a Degree Program
- ○ Substantial Change to an Area of Concentration
- ○ Substantial Change to a Certificate Program
- ○ Cooperative Degree Program
- ○ Offer Program at Regional Higher Education Cen

Payment Submitted: ◉ Yes ○ No
Payment Type: ○ R*STARS ◉ Check
Payment $250.00
Date 2.11.2021

Department Proposing Program	Business Department, School of Professional and Technical Studies
Degree Level and Degree Type	Associate of Applied Science
Title of Proposed Program	Business Management with a Concentration in Technology Management
Total Number of Credits	60
Suggested Codes	HEGIS: 5004.01 CIP: 52.0201
Program Modality	◉ On-campus ○ Distance Education (*fully online*)
Program Resources	◉ Using Existing Resources ○ Requiring New Resources
Projected Implementation Date	◉ Fall ○ Spring ○ Summer Year: 2021
Provide Link to Most Recent Academic Catalog	URL: https://catalog.csmd.edu/

Preferred Contact for this Proposal	Name: Anthony W. Stout
	Title: Asst. Prof. & Chair, Business Department Service Division
	Phone: 301-934-9878
	Email: awstout@csmd.edu

President/Chief Executive	Type Name: Dr. Maureen Murphy
	Signature: *Maureen Murphy* Date: 2.10.2021

A. **Centrality to Institutional Mission and Planning Priorities:**

This program modification will standardize the Business Management degree offerings by focusing on a set of core business capabilities. The changes to the overall program include establishment of a Business Management AAS with no concentration as well as six concentration degrees and accompanying Certificates that include (each to be defined in subsequent Proposals):

- Construction Management
- <u>Technology Management</u>
- Small Business & Entrepreneurship
- Retail Management
- Digital Marketing Management
- Hospitality Management

Each offering includes a standardized set of General Education courses (18 credits) that complement the business curriculum as well as a common core curriculum (30 credits) that applies to all business student learning. Lastly, each concentration offering includes a 12-credit concentration component that focuses entirely on the unique requirements of that industry segment. Each offering is accompanied by a 21-credit certificate program allowing students to achieve an incremental certification on their way to completion of the AAS.

The modified Business Management program is consistent with CSM's Strategic Priorities, which is to promote student success by providing outstanding education, relevant programming, regional focus, and related support services that help students achieve their goals. The new program will serve to increase graduate satisfaction with job preparation.

This Business Management program will effectively serve a changing student population and emerging workforce. The course selections reflect the changing local workforce needs. The recommendations enclosed are reflections of these elements and are consistent with the College's Vision, "Transforming lives through lifelong learning and service."

The mission statement of the College of Southern Maryland (CSM) inspires the development of close partnerships among the college and its tri-county (Calvert, Charles, and St. Mary's Counties) community stakeholders. The institutional commitment to "enhances lives and strengthens the economic vitality of a diverse and changing region by providing affordable postsecondary education, workforce development, and cultural and personal enrichment opportunities" aligns with the programmatic realities for the Business Management AAS degree.

This degree will provide a program that will prepare students for in-demand entry level careers in the broad field of Business Management. The degree will provide students with marketable skills upon completion to enter the work force while also providing some flexibility for students who intend to transfer to a four-year institution.

These program changes make use of existing program courses with the exception of one addition required in the Digital Marketing Management concentration. This course requires a new BAD-2630 Social Media Marketing Strategy course that will be developed and taught by existing faculty. Therefore, we do not anticipate any additional

costs incurred by offering this program, other than the expected costs associated with our anticipated program growth shown in Section L.

CSM is committed to continuing the support this program administratively, financially, and in providing the necessary support for this program. Our Business Management AAS program has experienced consistent growth over the period 2017-2019. This includes 265 growth 2017 to 2018 and 27% growth 2018 to 2019 – a total growth of 60%. Our Business Management program is supported by an active Program Advisory Council with industry partners who recruit heavily from our college. It is a priority program at CSM, and we continue to support the growth of this in-demand program by dedicating resources including recruiting faculty, supporting professional development, curriculum development, and dedicating resources to our instructional development and student support services.

Because of our growing local Business workforce needs, we anticipate healthy enrollment numbers for the foreseeable future.

B. Critical and Compelling Regional or Statewide Need as Identified in the State Plan:

The availability of an in-demand Business Management career path in an ever-evolving industry, attracts both traditional and returning adult students, those entering a new field of opportunity as well as workers changing or upgrading skills. These very changes are evident in CSM's own enrollment records. An examination of the demographics of our current student population reflects these realities and supports the needs identified in the current Maryland State Plan for Post-Secondary Education.

The degree in Business Management AAS at CSM is consistent with the elements of the 2017-2021 Maryland State Plan for Postsecondary Education. Much of our focus in curriculum development addressed the advisories cited in this document. All the goals were utilized as required criteria but considerable attention was given to the goal of Innovation. "Foster innovation in all aspects of Maryland higher education to improve access and student success." The modified Business Management program will strengthen economic development and help to support a skilled workforce for the Southern Maryland region.

Citations in the State Plan also address the need for post-secondary institutions to strive for academic excellence and effectiveness. Addressing the goal of Success, "Promote and implement practices and policies that will ensure student success", the Business Management program will provide the opportunity for students to complete this hands-on program in Southern Maryland close to their home and obtain the fundamental knowledge, skills, and practice to be prepared for entry-level employment. The very nature of this charge is to develop student-centered learning bolstered by the partnerships with the various employers in our region, including several major military installations. This format increases experiential learning through hands-on job related activities assuring workplace readiness.

Formative and summative evaluations are an essential value of the educational process at CSM, and are a viable part of the new CSM program. Students are held to standards that are reflective of academic and professional systems, while the structure and operation of the program provides the environment to support the achievement of these standards.

Local employers have expressed interest in our Business Management program and currently provide substantive experiential learning through their recruitment efforts,

internship opportunities, and guest speaker events involving our students. These learning opportunities are extremely important as they provide students enrolled at CSM in the Business Management program both vital experience and opportunities for networking and will increase chances of getting a job significantly.
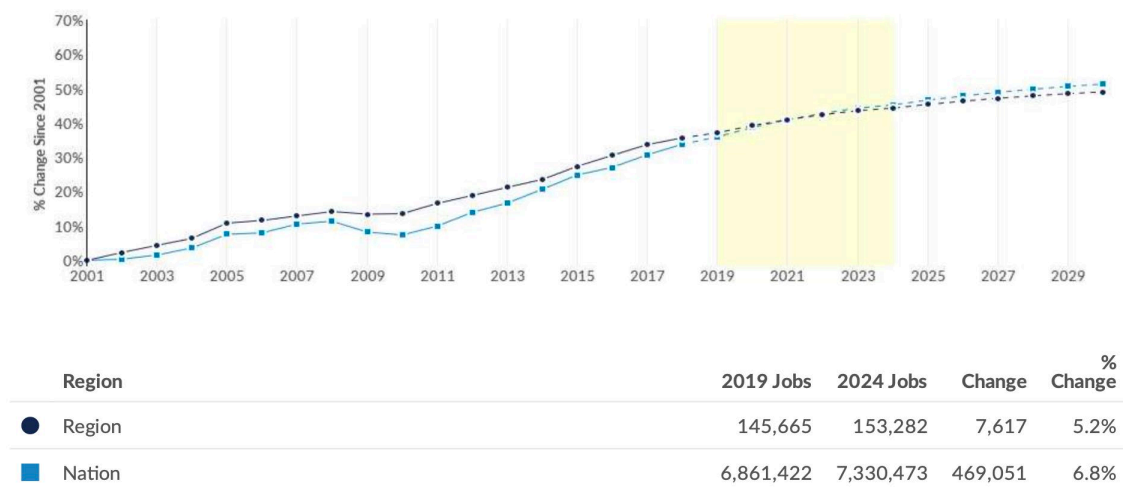
To expand our geographic reach, stimulate enrollment and provide increased access to this improved curricular option, the Business Management program intends to incorporate alternative means of course delivery. The program intends to provide traditional face-to-face courses complimented by offerings that are hybrid or fully online by form. The College of Southern Maryland has demonstrated success in delivering instruction by alternative methods, increasing flexibility and effective use of new technologies. The Division of Distance Learning and Faculty Development (DLF) supports the faculty in developing high quality, accessible and effective teaching and learning environments. To facilitate these goals, the DLF staff provides service to faculty including planning, consulting, training, and support. The DLF staff makes available the resources necessary to incorporate instructional technologies into their traditional or distance learning courses. As such, the DLF staff will contribute significantly to the delivery of all courses in the Business Management program by providing the faculty with the necessary support structures to enhance student success in their delivery, particularly those identified for distance learning, be the methodology fully online or hybrid.

In summary, the Business Management program at the College of Southern Maryland as proposed is consistent with and reflective of the current Maryland State Plan for Postsecondary Education.

C. **Quantifiable and Reliable Evidence and Documentation of Market Supply and Demand in the Region and State**:

The Southern Maryland region is expecting a positive growth in Business Management and related jobs. This growth is driven by the increased understanding of the need for business-knowledgeable employees as well as the college's close physical proximity to the Patuxent Navy Base in St. Mary's county which employs over 17,000 military, civilian, and contractors. Below is a representation of expected growth, according to employment project reports retrieved from EMSI in 2020. These new jobs provide opportunities for our students to obtain employment in in-demand fields with starting salaries ranging from $38K – $86K per year based on skills, experience, and qualifications.

Regional Trends

Region	2019 Jobs	2024 Jobs	Change	% Change
● Region	145,665	153,282	7,617	5.2%
■ Nation	6,861,422	7,330,473	469,051	6.8%

Retrieved from Economic Modeling Specialists (EMSI), 2020

D. Reasonableness of Program Duplication:

The Business Management AAS degree program prepares students who are interested in Business Management to begin developing the skills and knowledge required for a variety of entry-level settings. The degree prepares students with a foundation and basis of knowledge and skills that students may develop further if they choose to continue their studies at a four-year institution. Others may choose to enter the workforce in entry-level, trainee, or internship positions after completing the two-year degree.

Students will be taking courses in this program through several course delivery formats. Students have the option of completing some of their courses in this degree online. Many courses are available in face-to-face, web-hybrid, or online course formats.

Below are the other similar programs in Maryland with Associate Degrees in Business Management or related fields:

Institution	Program
Anne Arundel Community College	Advertising-Marketing
	Business Office Management
	Retail Management
	Small Business Management
Baltimore City Community College	Business Management
	Business Marketing
	Construction Supervision
Carroll Community College	Business Management
Cecil College	Management
	Marketing
Community College of Balt County	Business Management
Frederick Community College	Business Management
Garrett College	Business Management & Entrepreneurship
Hagerstown Community College	Management
	Management, Marketing Concentration
Harford Community College	Entrepreneurship

	Marketing
Montgomery College-All Campuses	Business and Management
	Hospitality Management
Prince George's Community College	Business Management
	Hospitality Services Management
	Marketing Management

Business Management-Related Associate Degree Academic Program Offerings in Maryland
Retrieved from MHEC Academic Program Inventory, 2020

E. Relevance to High-demand Programs at Historically Black Institutions (HBIs)
There is no relevance to high-demand programs at HBI's.

F. Relevance to the identity of Historically Black Institutions (HBIs)
There is no relevance to the identity of HBI's

G. Adequacy of Curriculum Design, Program Modality, and Related Learning Outcomes (as outlined in COMAR 13B.02.03.10):

CSM's Business Management AAS program was first established in 2016 (Formerly Management Development, AAS). The program is led by Anthony Stout, who holds an MBA from Excelsior College as well as BS degrees in Business Management and Information Systems Management from University of Maryland University College. He also has many years of professional experience in the field of business management.

Our program faculty is comprised of both full-time and part-time faculty. Our full-time faculty include both new instructors as well as long-time tenured faculty with both academic credentials and industry certifications in the field of Business Management, Hospitality Management, Marketing, and related fields. Some of our full-time faculty have current industry experience in the Business Management field as well. Our adjunct faculty are current practitioners in Business Management, and they come with a great deal of relevant expertise to enrich their teaching and benefit our students.

Through the curriculum, professional organizations and engagement activities, graduates of the College of Southern Maryland's Business Management AAS program will achieve the following educational objectives:

a. Provide graduates with a common body of knowledge in Business Management.

b. Provide graduates with the capability to develop the skills and knowledge required of Business Management practitioners in a variety of Business Management settings.

c. Provide graduates the resources and skills allowing them to find employment or enter trainee programs in Business Management and related professions.

Through the curriculum, professional organizations and engagement activities, graduates of the College of Southern Maryland's Business Management AAS program will achieve the following intended student learning outcomes:

Students will…

1. Communicate in a variety of domains, including writing, speaking, listening and reading, while respecting the impact of technology on effective communication.

2. Employ critical thinking skills to evaluate the practical implications of organizational policies, decisions and strategy.

3. Identify, research, analyze, and solve complex business problems using appropriate technological and analytical tools.

4. Identify and communicate the variety of risks and opportunities of doing business in a global environment.

5. Identify, evaluate and articulate defensible resolutions to practical social responsibility and ethical dilemmas.

6. Demonstrate knowledge of traditional business functions including computer information systems, accounting, marketing, economics, finance, leadership, strategy, and management science.

7. Demonstrate problem-solving abilities and rational effective decision making in a technical environment through the use of general business acumen.

Our Academic Planning and Assessment's office's focus is the primary mission of the college: to provide quality opportunities for intellectual development that result in student learning. Our Student Learning Outcomes Assessment Plan (SLOAP) outlines the process of collecting information to determine whether CSM's academic offerings are having the appropriate educational impact on students. Student Learning Outcomes Assessment (SLOA) is defined as the systematic collection of information about academic offerings and analysis thereof, for the purpose of improving student learning.

Program Assessment at CSM is a cyclical process that includes:

1. Program Reviews conducted every five-six years, or more often as needed.

2. Academic certificate programs are included within the review of degree programs.

3. Program Monitoring conducted every other year (except in the year of a Program Review).

4. Program Assessments of Student Learning conducted on a cycle established by faculty.

In addition, CSM conducts course evaluations every semester or, more often when deemed necessary.

Course Descriptions:

ENG-1010 - Composition and Rhetoric* (3)
    Prerequisite: ENG 0900; and RDG 0800; or placement
    Students in this course complete their first semester college-level composition course. Students focus on planning, organizing, and developing a variety of argumentative compositions. Students practice the conventions of written Standard American English, gain information literacy skills, and learn research and documentation techniques including conducting online and print research and documenting sources. By the end of the semester, students demonstrate their ability to write a unified and coherent argument-based essay of about one thousand words that incorporates research and is nearly free of grammatical, mechanical, and structural errors. Students should refer to the schedule of classes for sections of this

course taught in a computer lab. Students must pay an additional lab fee when taking this course in a computer-assisted classroom. Students may earn credit for this course through CLEP or Advanced Placement Examination. A minimum grade of "C" is required to pass the course. This course satisfies the General Education English Composition requirement.

MTH-1015 - Introduction to Statistics* (M) (3)
    Prerequisite: MTH 0994 or MTH 0940 or MTH 0970
    In this introduction to descriptive and inferential statistics, students learn about presentation of data, measures of central tendency and dispersion, the binomial and normal probability distributions, sampling techniques, correlation and regression, and hypothesis testing (z-test, t-test, chi-squared). Examples are selected from education, business, and the social and natural sciences. This course satisfies the General Education Mathematics requirement. MTH-2300 is now MTH-1015.

COM-1010 - Basic Principles of Speech Communication* (H) (3)
    Prerequisite: ENG 0900 and RDG 0800
    Students learn theories of listening, intrapersonal, interpersonal, intercultural, verbal, and nonverbal communication. Major units include informative and persuasive presentations and group discussion. College-level writing skills are recommended. This course satisfies the General Education Humanities requirement.

    Or

COM-1650 - Introduction to Public Speaking* (H) (3)
    Prerequisite: ENG 0900 and RDG 0800
    This course introduces students to different forms of public speaking. Students complete informative, persuasive and special occasion speeches and an interview. This course will also explore how to deliver a speech with logical sequencing, confidence and enthusiasm. This course satisfies the General Education Humanities requirement.

ECN-2020 - Principles of Microeconomics* (B) (3)
    Prerequisite: ECN 1015, and MTH 0992 or MTH 0940 or higher; or permission of division chair.
    In this introduction to microeconomics, students analyze producer decisions through examining consumer demand; producer costs; competitive and noncompetitive market models; and the producer's employment of labor and other resources. Also explored are areas affecting the producer's environment such as antitrust regulation, labor market issues, and international trade. This course satisfies the General Education Social/Behavioral Science requirement.

COM-1350 - Intercultural Communication* (H, C) (3)
    Prerequisite: ENG 0900 and RDG 0800
    Students learn the theories of intercultural communication and the skills that allow for effective communication with diverse cultures. Units may include understanding diversity, perception, nonverbal communication, and intercultural communication in the workplace. This course satisfies the General Education Humanities requirement and the Core Competency for Cultural and Global Awareness.

SCE-1010 - Scientific Method and the Modern World (S) (3)

Students develop scientific literacy through analyzing what is and is not considered science. The steps of the scientific method are explored by analyzing published scientific research and delving into the accomplishments of famous scientists and their work. A history of the ethical dilemmas and critics of science and the scientific method are evaluated. Science is discussed in the context of the modern world through understanding global issues, such as climate science, genetic manipulation, GMOs, and water quality.

ACC-2010 - Principles of Accounting I* (3)
Prerequisite: Take MTH 0992 or MTH 0940 or higher; and RDG 0800
Basic Accounting principles are applied to the single proprietorship with emphasis on the logic of the accounting cycle. Topics include journals, ledgers, receivables, payables, inventory valuation, deferrals, accruals, internal control, plant assets, and the preparation of financial statements.

ACC-2020 - Principles of Accounting II* (3)
Prerequisite: ACC 2010
In this course, students will further study contemporary accounting practices with emphasis on financial and managerial accounting. The goal is to identify and analyze business transactions with regard to corporations, identify the interdependency of financial statements, employ managerial accounting techniques and communicate this information to users with different needs. Topics include liabilities, equities, investments, cash flows, financial statement analysis, job order costing, cost volume profit analysis and budgeting.

BAD-1015 – Introduction to Business* (3) (Formerly ECN-1015)
Prerequisite: ENG 0900 and RDG 0800
This Introduction to Business course develops students' understanding of business fundamentals using both theory and real-world case studies and examples. Key topics include the role of business, the global economic and legal environment, ethics, marketing, accounting and finance, and managing processes and operations. BAD-1015 replaces ECN-1015 and BAD-1010. Students who have taken ECN-1015 or BAD-1010 may not take BAD-1015 for credit.

BAD-1210 - Principles of Management* (3)
Prerequisite: ENG 0900 and RDG 0800
Students examine the functions of planning, organizing, directing, and controlling business activities as they relate to both the internal and external environment of the organization. Case studies highlight the management process. Students may be required to work in teams.

BAD-1300 - Business Mathematics* (3)
Prerequisite: MTH 0992 or MTH 0940
Students gain a working knowledge of concepts and calculations essential for business decision making. Topics studied include purchasing, pricing, finance, taxes, and data analysis.

BAD-1335 - Applied Business Communications* (3)
Prerequisite: ENG 0900; and MTH 0992 or MTH 0940; and RDG 0800
Students review, create, and evaluate business communications including memorandums, e-mails, reports, spreadsheets, and presentations. Students learn to differentiate between data and information, format researched data appropriately,

apply logic and decision-making methods and effectively communicate information to make business decisions. Students also solve business problems individually and in teams and recognize ethical implications for business managers when communicating information. Independent study using computers with Internet access and Microsoft Office software is required weekly.

BAD-2070 - Business Law I* (3)
Prerequisite: ENG 0900 and RDG 0800
Students will examine ways that laws, regulations, and policies affect business. Students will analyze legal issues and develop arguments from different points of view. Topics include business ethics, Constitutional law affecting business, contract law, business organizations (including sole proprietorships, partnerships, corporations, and limited liability companies), tort law affecting business, product liability, crimes affecting business, and criminal procedure.

BAD-2610 - Principles of Marketing* (3)
Prerequisite: BAD 1520 or BAD 1015 or ECN 2020
Students gain an understanding of the marketing manager's responsibility and working environment. Topics include the role of marketing in society, planning strategies, customer behavior, market segments, product planning, packaging and branding, wholesaling and retailing.

BAD-2700 - Human Resource Management* (3)
Prerequisite: BAD 1210 or BAD 2710 or BAD 1015
Students are introduced to human-resource management. Topics include job design, recruitment, selection, interviewing, benefits, EEO laws, performance appraisals, grievance, and personnel changes within an organization.

BAD-2710 - Human Relations and Leadership (3)
Students develop leadership skills in communication, motivation, and perceptions. Topics include small group dynamics, job conflict and stress, team building, leadership styles, interpersonal relations, and organizational change.

Concentration Courses:

ITS-1050 - Computing Essentials* (3)
Students gain knowledge and practical experience with PC hardware and peripherals, mobile device hardware, networking and troubleshooting, hardware and network connectivity issues. Students also gain practical experience installing and configuring popular operating systems. Students will be introduced to topics in security, the fundamentals of cloud computing and operational procedures. Additionally, students will gain practice using Office productivity software tools such as Excel. This course helps students to prepare for the CompTIA A+ Certification.

ITS-1070 - Systems Analysis and Design* (3)
Prerequisite: ITS 1050
Students learn about the tools and skills a systems analyst uses to analyze, design, install and maintain a computer system using the system development life cycle. A case study with group work highlights major topics discussed.

ITS-2300 - Introduction to Project Management* (3)

Prerequisite: ITS 1010 or ITS 1050 or BAD 1335
This course has been recommended by business leaders all over Southern Maryland. Students will be introduced to the concept of project management and will investigate key elements of the project management framework. Specific knowledge in several of the project management knowledge areas such as project scope, project time, project cost and project quality management will be covered. Students will sample several popular project management software packages in order to compare their features.

ITS-2450 - Decision Support Systems* (3)
Prerequisite: BAD 1335 or ITS 1010 or ITS 1050
Students learn the basic concepts of decision support systems. Topics include: building and implementing a decision support system utilizing Microsoft Excel, scenario management, what-if analysis, and the use of the Excel Solver tool. Heavy emphasis is placed on using decision support systems for business decisions. Business application development techniques are applied to aid in the development of complex decision support systems.

Business Management AAS
Technology Management Concentration
Recommended Course Sequence:

First Semester
ENG-1010 - Composition and Rhetoric* (3)
BAD-1015 - Intro to Business* (3)
BAD-1335 - Business Communication* (3)
BAD-1300 - Business Mathematics* (3)
ITS-1050 - Computing Essentials* (3)

Second Semester
COM-1010 - Basic Principles of Speech Communication* (H) (3)
 Or
MTH-1015 - Introduction to Statistics* (M) (3)
ACC-2010 - Principles of Accounting I* (3)
BAD-1210 – Principles of Management* (3)
ITS-1070 - Systems Analysis and Design* (3)

Third Semester
COM-1350 - Intercultural Communication* (H, C) (3)
ECN-2020 - Principles of Microeconomics* (B) (3)
ACC-2020 - Principles of Accounting II* (3)
BAD-2710 - Human Relations and Leadership (3)
ITS-2300 - Introduction to Project Management* (3)

Fourth Semester
SCE-1010 Scientific Method and the Modern World* (M) (3)
BAD-2610 - Principles of Marketing* (3)
BAD-2070 - Business Law I* (3)
BAD-2700 - Human Resource Management* (3)
ITS-2450 - Decision Support Systems* (3)

Program Description for the Catalog:

This degree program prepares students who are currently employed as well as those without prior work experience to develop the skills required of managers in a variety of business settings. Beginning courses expand the students' skills in a number of disciplines, while upper-level courses and electives allow students to specialize to suit their career plans.

The Business Management AAS program will provide students with a broad background in the functional areas of business, such as accounting, management, marketing, leadership and small business development. Students may either continue their studies or find entry-level employment in the field.

The accounting courses offered through the program will teach students to read and understand financial statements and prepare accounting statements for small to medium-sized organizations. In additional classes, students will learn oral and written business communication skills, the fundamental legal aspects of business, dispute resolution, marketing strategies, and how to evaluate an organization's strengths and weaknesses.

Cooperative education is available in this program. This program is fully available online.

The Business Management Associate of Applied Science degree program is accredited by the Accreditation Council for Business Schools & Programs. Accreditation information may be obtained from the Accreditation Council for Business Schools & Programs, 11520 West 119th Street, Suite 420, Overland, KS 66213; (913) 339-9356; www.acbsp.org

The maximum number of credits accepted in transfer from other institutions to this program is 45.

Career Opportunities:
manager of a business or government and/or nonprofit organization

Transfer Options:
While this degree is intended to be a career-degree, we do offer a limited number of articulation agreements for students who want to further their education. We are in the process of updating our articulation agreements with the following institutions to reflect the curriculum change:

> American Public University System
> Frostburg State University
> Potomac State College of West Virginia University
> University of Baltimore

Most of our articulation agreements for the Business Management AAS program are with online programs to allow flexibility for these students. A complete list of all transfer opportunities can be found on the Transfer Services page at https://www.csmd.edu/student-services/advising/transfer-services/outgoing-transfer-students/transfer-out-of-csm/

Student Learning Outcomes:
Students will...

1. Communicate in a variety of domains, including writing, speaking, listening and reading, while respecting the impact of technology on effective communication.

2. Employ critical thinking skills to evaluate the practical implications of organizational policies, decisions and strategy.

3. Identify, research, analyze, and solve complex business problems using appropriate technological and analytical tools.

4. Identify and communicate the variety of risks and opportunities of doing business in a global environment.

4. Identify, evaluate and articulate defensible resolutions to practical social responsibility and ethical dilemmas.

6. Demonstrate knowledge of traditional business functions including computer information systems, accounting, marketing, economics, finance, leadership, strategy, and management science.

7. Demonstrate problem-solving abilities and rational effective decision making in a technical environment through the use of general business acumen.

Business Management AAS, Technology Management Concentration	
General Education	
3 credits English Composition	ENG-1010 English Composition* (3)
3 credits Arts/Humanities	COM-1010 Basic Principles of Speech Communication* (3) Or COM-1650 Introduction to Public Speaking* (3)
3-4 credits Biological/Physical Sciences	SCE-1010 Scientific Method and the Modern World (3)
3 credits Social/Behavioral Sciences	ECN-2020 Principles of Microeconomics (3)
3 credits Mathematics	MTH-1015 Intro to Statistics* (3)
Other General Education (from above categories) (3 credits)	COM-1350 Intercultural Communication* (3)
MHEC requires a minimum of 18 credits	**General Education = 18**
Major requirements	ACC-2010 Principles of Accounting I* (3) ACC-2020 Principles of Accounting II* (3) BAD-1015 Intro to Business* (3) BAD-1210 Principles of Management* (3) BAD-1300 Business Mathematics* (3) BAD-1335 Business Communication* (3) BAD-2070 Business Law I* (3) BAD-2610 Principles of Marketing* (3) BAD-2700 Human Resource Management* (3) BAD-2710 Human Relations & Leadership (3)
	Major Requirements = 30
Concentration Requirements	ITS-1050 - Computing Essentials* (3) ITS-1070 - Systems Analysis and Design* (3) ITS-2300 - Introduction to Project Management* (3) ITS-2450 - Decision Support Systems* (3)
	Concentration = 12
	Credit total=60
*courses requiring a prerequisite	

There are no specialized graduate certification requirements for this program and its students.

CSM provides information to students about our program offerings in numerous ways, including Campus Open Houses and Tours, Presentations at local high schools, Orientation and Registration sessions, and New Student Welcome events. They are provided with information about applying to CSM, college readiness, financial aid, payment policies, technical requirements, including our LMS, and the many academic support services.

Advisors are available in-person and through videoconferencing sessions. We also have a faculty advising training program to equip faculty to advise students after they have completed 30 credits towards their degree.

Other student services include learning support services such as tutoring, workshops, and learning labs, library services, counseling services, testing services on all campuses, and disability, and Veteran & Military support services.

Students are provided with a CSM email account and access to Microsoft Office software with information about our technology services support and help desk.

Our students are notified in writing of changes than may impact their program planning. Because the new elective offerings are courses that are already being offered, we do not anticipate any major challenges in implementing the proposed changes.

Our Admissions Department works closely with the Marketing Department and the Division of Academic Affairs to ensure that the recruitment and admissions materials will clearly and accurately represent our programs and services available. The Admissions Department identifies prospective students; recruits and admits new students; and provides information regarding the college to all prospective and current students and the community. The department works collaboratively with the Enrollment Management Team to support the college's efforts to attract students and assist them in defining and achieving their goals and in providing the highest quality customer service.

The goal of the Recruitment Team is to attract traditional and returning adults to the college through several avenues that include presentations to middle and high schools, civic organizations, businesses, alternative schools, college fairs and information sessions. In addition, the team is responsible for post-test advising for new students in order to ensure a smooth transition into the college community. Team members are available to meet with anyone interested in learning more about the college and how it can help them realize their potential.

As the focal point of college information, the Call Center staff responds to questions on how to start the college application process, provides assistance with log-in and account restrictions, and answers many general questions about the college.

As a team, our Marketing Department completes more than 500 projects each year to support and promote the many programs and initiatives at CSM. The team provides website support and is responsible for accurately representing all of our programs and services available at CSM.

H. Adequacy of Articulation

While this degree is intended to be a career-degree, we do offer a limited number of articulation agreements for students who want to further their education. We are in the process of updating our articulation agreements with the following institutions to reflect the curriculum change:

> American Public University System
> Frostburg State University
> Potomac State College of West Virginia University
> University of Baltimore

Most of our articulation agreements for the Business Management AAS program are with online programs to allow flexibility for these students. A complete list of all transfer opportunities can be found on the **Transfer Services** page.

I. Adequacy of Faculty Resources (as outlined in COMAR 13B.02.03.11).

As described in Section G, our program faculty is comprised of both full-time and part-time faculty and come from diverse professional and academic backgrounds. Our full-time faculty include both new instructors as well as long-time tenured faculty with academic credentials in the field of business and management. Some of our full-time faculty have current industry experience in business and management as well.

Our adjunct faculty are current or former practitioners in business and management, and they come with a great deal of relevant expertise to enrich their teaching and benefit our students.

Our Distance Learning and Faculty Development (DLF) division provides support to faculty in training and administration of our learning management system (LMS). All new faculty are required to complete LMS training. Other training courses are also available to all faculty, including training on teaching web-hybrid classes and refresher training.

The DLF division also provides support for faculty conference attendance and additionally hosts an annual professional development 2-day conference for both full-time and adjunct faculty. Additionally, the DLF team coordinates pre-semester professional development activities for all faculty.

Faculty Member Name	Terminal Degree	Full-time or Part-time	Courses Taught
Anthony Stout	MBA	Full-time	BAD-1015, BAD-1210, BAD-1335, BAD-2140, BAD-2700, BAD-2710, ITS-2300, CNT-1010, CNT-1020, CNT-1030, CNT-2010
Mary Beth Klinger	Ed D	Full-time	ACC-2910, BAD-1015, BAD-1210, BAD-1300, BAD-1520, BAD-1910, BAD-2130, BAD-2610,

			BAD-2710, BAD-2950, ECN-2025
Jeffrey Hunt	MBA	Full-time	BAD-1015, BAD-1210, BAD-1335
Stacie Bailey	MS – Accounting	Full-time	ACC-1015, ACC-1025, ACC-2010, ACC-2020, BAD-1015, BAD-1210
Rachel Drake	MS – Distance Education, BA – Business Administration	Full-time	ACC-2010, ACC-2015, ACC-2020, BAD-1335
Stephen Simeone	BS – Business Administration	Full-time	ACC-2010, ACC-2015, ACC-2020, ACC-2025, ACC-2100, ACC-2210, ACC-2340, BAD-1335
Dwight Johnson	MBA	Full-time	ACC-1015, ACC-2010, ACC-2020, ACC-2681
Michael Green	MA – Economics	Full-time	ECN-1200, ECN-2020, ECN-2025
Jacob Herlihy	MS – Applied Economics	Full-time	BAD-1015, ECN-1200, ECN-2020, ECN-2025
Gemma Wenner	DMGT	Full-time	BAD-1210, BAD-1680, HPM-1015, HPM-1110, HPM-1120, HPM-1210, HPM-1310, HPM-2110, HPM-2210, HPM-2310, HPM-2910

J. Adequacy of Library Resources (as outlined in COMAR 13B.02.03.12)**.**

Students may borrow circulating materials from any of the three CSM library branches. Through the interlibrary loan program (ILL), students can order almost any book, periodical article, or ERIC document needed, generally available within one week of the request. Library resources also include audiovisual collections use in the library and classrooms only. Additionally, substantial material is available through online databases, including ProQuest and EBSCO.

The President assures that appropriate library resources are available to support the needs of this program.

K. Adequacy of Physical Facilities, Infrastructure and Instructional Equipment (as outlined in COMAR 13B.02.03.13)

CSM is a leader among Maryland community colleges in offering courses which meet the busy schedules of our students, traditional weekday face to face courses, weekend and evening classes, Web-hybrid courses which offer a mix of online and traditional classroom face-to-face instruction and a popular online learning community. The college makes available state of the art facilities on three campuses to accomplish its mission in support of our community's academic, professional, and self-enrichment pursuits.

The Business Management AAS degree program will be conducted primarily on the La Plata campus, in the ST building, home to the Business Department and the School of Professional and Technical Studies. Many classes will also be offered at the Leonardtown and Prince Frederick campuses. Many business classes are offered in the BU building. The ST and BU buildings house state of the art classrooms, conference rooms, faculty and administrative offices, computer labs, Student Computer Support department (help desk) and science laboratories. Additionally, we have dedicated labs at the La Plata and Leonardtown campuses that are equipped with software and equipment to offer specialized Business Management courses that require in-class computer access.

The President assures that appropriate physical facilities, infrastructure, and instructional equipment are available to support the needs of this program.

L. Adequacy of Financial Resources with Documentation (as outlined in COMAR 13B.02.03.14)

BUSINESS MANAGEMENT AAS
CONCENTRATION OUTCOMES & TABLES

TABLE 1: RESOURCES (Technology Management Concentration)					
Resource Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds	$ -	$ -	$ -	$ -	$ -
2. Tuition/Fee Revenue (c + g below)	$ 27,436	$ 31,613	$ 36,226	$ 41,691	$ 47,938
a. Number of F/T Students**	4	5	5	6	7
b. Annual Tuition/Fee Rate ($163.75 x 21 credits)*	$ 3,439	$ 3,439	$ 3,439	$ 3,439	$ 3,439
c. Total F/T Revenue (a x b)	$ 13,927	$ 16,016	$ 18,418	$ 21,181	$ 24,358
d. Number of P/T Students***	6	6	7	8	10
e. Credit Hour Rate	$ 163.75	$ 163.75	$ 163.75	$ 163.75	$ 163.75
f. Annual Credit Hours Rate	15	15	15	15	15
g. Total P/T Revenue (d x e x f)	$ 13,509	$ 15,597	$ 17,808	$ 20,510	$ 23,580
3. Grants, Contracts & Other External Sources	0	0	0	0	0
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 – 4)	$ 27,436	$ 31,613	$ 36,226	$ 41,691	$ 47,938
* The credit hour rate ($163.75) is based upon CSM's current tuition rate of $131 plus 25% combined fee.					

** Full Time enrollment has increased an average of 71% over 5 years. A conservative estimate of 15% increase/yr is used
*** Part Time enrollment has been increasing an average of 27% yearly over the last 5 years. A conservative estimate of

TABLE 2: EXPENDITURES (Technology Management Concentration):					
Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty (b + c below)	$ 10,500	$ 10,500	$ 10,500	$ 10,500	$ 10,500
a. # FTE					
b. Total Salary	$ 10,500	$ 10,500	$ 10,500	$ 10,500	$ 10,500
c. Total Benefits	0	0	0	0	0
2. Admin. Staff (b + c below)	0	0	0	0	0
a. # FTE	0	0	0	0	0
b. Total Salary	0	0	0	0	0
c. Total Benefits	0	0	0	0	0
3. Support Staff (b + c below)	0	0	0	0	0
a. # FTE	0	0	0	0	0
b. Total Salary	0	0	0	0	0
c. Total Benefits	0	0	0	0	0
4. Equipment	0	0	0	0	0
5. Library	0	0	0	0	0
6. New or Renovated Space	0	0	0	0	0
7. Other Expenses	0	0	0	0	0
TOTAL (Add 1 – 7)	$ 10,500	$ 10,500	$ 10,500	$ 10,500	$ 10,500

Note: Expenditures distributed proportionately across all Business Management offerings.

M. Adequacy of Provisions for Evaluation of Program (as outlined in COMAR 13B.02.03.15).

CSM conducts course evaluations every semester or, more often when deemed necessary.

To address online academic rigor and faculty presence, in coordination with our Distance Learning and Faculty Development (DLF) division, our online courses undergo additional review through our internal Online Academic Rigor and Presence (OARP) process. Our OARP process is comprised of a self-review followed by peer review and remediation.

Faculty are evaluated annually according to the process outlined in CSM's "Faculty Handbook".

As described in Section G, our Academic Planning and Assessment's office's focus is the primary mission of the college: to provide quality opportunities for intellectual development that result in student learning. Our Student Learning Outcomes Assessment Plan (SLOAP) outlines the process of collecting information to determine whether CSM's academic offerings are having the appropriate educational impact on students. Student Learning Outcomes Assessment (SLOA) is defined as the systematic collection of information about academic offerings and analysis thereof, for the purpose of improving student learning.

Program Assessment at CSM is a cyclical process that includes:

1. Program Reviews conducted every five-six years, or more often as needed.

2. Academic certificate programs are included within the review of degree programs.

3. Program Monitoring conducted every other year (except in the year of a Program Review).

4. Program Assessments of Student Learning conducted on a cycle established by faculty.

N. Consistency with the State's Minority Student Achievement Goals (as outlined in COMAR 13B.02.03.05).

One of CSM's Values/Guiding Principles is Diversity. The Institutional Equity and Diversity Office works to "create an environment that instills an appreciation and understanding of the diverse qualities each of us brings to this campus; where our students, staff, and faculty mirror the community we serve and are free from discrimination and harassment."

Additionally, CSM defines civility as "the demonstration of respect for others through basic courtesy and the practice of behaviors that contribute toward a positive environment for learning and working."

As is true of CSM, the Business Management AAS Program is open to all students with no restrictions reference to age, gender, or ethnic background. As such, any student meeting the eligibility requirements of the college admissions process is entitled to enroll in this discipline of study. Furthermore, CSM, the Business, Technology, and Public Services Division, and representatives of the Business Management AAS Program all participate in events, programs, orientations, and information sessions sponsored internally or by external advocates in order to reach all students seeking information on the college's programs and the professional opportunities that result from that education and training.

CSM's marketing department is developing a comprehensive marketing plan for this new program. These resources include the designing and printing of brochures, assistance with marketing campaigns (web and traditional news media), and development of other recruitment materials. CSM is committed to ensuring new programs are marketed to diverse populations, as demonstrated by the organizational values, which include valuing diversity. Marketing plans will include activities specifically designed to market the program to the diverse population of the tri-county region.

Diversity and multiculturalism are vitally important issues for future leaders. As such, the representatives of this new program at CSM intend to contact multiple professional associations, national, regional and local employers, secondary and postsecondary institutions to create partnerships that will lead to the diversity of our student population and graduates of our programs.

O. Relationship to Low Productivity Programs Identified by the Commission:

The proposed degree is not directly related to an identified low productivity program identified by the Commission.

P. Adequacy of Distance Education Programs (as outlined in COMAR 13B.02.03.22)

This program will not be offered as a distance education program