



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 Business Analysis Concentration within the Business Administration degree program.

New concentration for Commission review:

Program	CIP	HEGIS
Business Administration Concentration in Business Analysis	52.0101	4970.01

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

Sincerely,

A handwritten signature in cursive script that reads "Maureen Murphy".

Maureen Murphy, Ph.D.
President



MHEC
Creating a state of achievement

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

Office Use Only: PP#

Institution Submitting Proposal

College of Southern Maryland

Each action below requires a separate proposal and cover sheet.

- | | |
|--|--|
| <input type="radio"/> New Academic Program | <input type="radio"/> Substantial Change to a Degree Program |
| <input checked="" type="radio"/> New Area of Concentration | <input type="radio"/> Substantial Change to an Area of Concentration |
| <input type="radio"/> New Degree Level Approval | <input type="radio"/> Substantial Change to a Certificate Program |
| <input type="radio"/> New Stand-Alone Certificate | <input type="radio"/> Cooperative Degree Program |
| <input type="radio"/> Off Campus Program | <input type="radio"/> Offer Program at Regional Higher Education Cen |

Payment ☒ Yes
Submitted: ☐ No

Payment ☐ R*STARS
Type: ☒ 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 Science		
Title of Proposed Program	Business Administration with a Concentration Business Analysis		
Total Number of Credits	60		
Suggested Codes	HEGIS: 4970.01	CIP: 52.0101	
Program Modality	<input checked="" type="radio"/> On-campus <input type="radio"/> Distance Education (<i>fully online</i>)		
Program Resources	<input checked="" type="radio"/> Using Existing Resources <input type="radio"/> Requiring New Resources		
Projected Implementation Date	<input checked="" type="radio"/> Fall <input type="radio"/> Spring <input type="radio"/> 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		
	Phone: 301-934-9878		
	Email: awstout@csmd.edu		
President/Chief Executive	Type Name: Dr. Maureen Murphy		
	Signature: <i>Maureen Murphy</i>	Date: 2.10.2021	

A. Centrality to Institutional Mission and Planning Priorities:

This program modification will provide students with a concentration in Business Administration that focuses on Business Analysis. The changes to the Business Administration AS program not only provides for an area of concentration, but also provides students with a stackable Certificate credential (defined in a subsequent proposal). This modification includes the required General Education courses that complement the business curriculum as well as a set of critical concentration-related core courses that supports student learning.

The modified Business Administration 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 Administrative program will effectively serve a changing student population and emerging workforce. The course selections reflect the changing local workforce needs while supporting student transfer initiatives. 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 Administration AS degree.

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

These program changes make use of existing program courses offered at the College of Southern Maryland. No new course development is required. Therefore, we do not anticipate any additional costs incurred by offering this program

CSM is committed to continuing the support this program administratively, financially, and in providing the necessary support for this program. Our Business Administration AS program has experienced a decline in program Fall-to-Fall enrollment over the period 2017-2020 with overall program enrollment decreasing from 525 in 2017 to 408 in 2020. This is partially explained by students migrating to the Business Administration AS program. However, this is a trend that must be addressed. Addition of industry-focused Concentrations such as proposed here are an effort to curb that decline. The Business Administration program is a priority program at CSM, and we continue to support look for ways to grow the 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 the trend to turn positive in the future.

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

The availability of an in-demand Business Administration 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. 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 Administration AS 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 Administration 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 Administration 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 Administration 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 Administration 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 Administration 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)

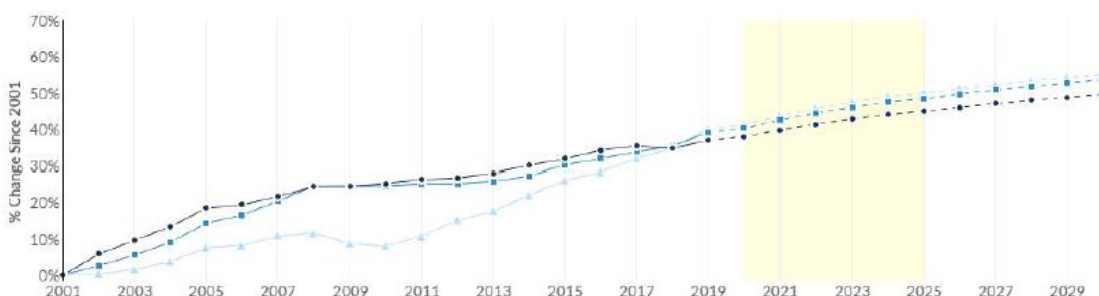
supports the faculty in developing high quality, accessible and effective teaching and learning environments. To facilitate these goals, the DLF staff provides service to faculty including planning, consulting, training, and support. The DLF staff makes available the resources necessary to incorporate 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 Administration 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 Administration 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 Administration 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 \$19K – \$57K per year based on skills, experience, and qualifications.

Regional Trends



Region	2020 Jobs	2025 Jobs	Change	% Change
● Region	119,422	125,468	6,046	5.1%
■ State	412,148	436,352	24,204	5.9%
▲ Nation	6,558,622	6,965,274	406,652	6.2%

Retrieved from Economic Modeling Specialists (EMSI), 2020

D. Reasonableness of Program Duplication:

The Business Administration AS degree program prepares students who are interested in Business Administration 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.

This concentration provides curriculum focused on analyzing business data. There are no other 2-year programs within the MD system with this concentration. However, below are similar programs in Maryland with Associate Degrees in Business Administration or related fields:

Institution	Program
Allegany College of Maryland	Business Administration
Anne Arundel Community College	Business Administration
Baltimore City Community College	Business Administration
Carroll Community College	Business Administration
Cecil College	Business Administration
Chesapeake College	Business Administration
Community College of Balt County	Business Administration
Frederick Community College	Business Administration
Garrett College	Business Administration
Hagerstown Community College	Business Administration
Harford Community College	Business Administration
Montgomery College-All Campuses	Business Administration
Prince George's Community College	Business Administration

Business Administration-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 Administration AS program was first established in 1986. 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 and administration.

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 Administration, Business Management, Hospitality Management, Marketing, and related fields. Some of our full-time faculty have current industry experience in the Business field as well. Our adjunct faculty are current practitioners in Business, 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 Administration AS program will achieve the following educational objectives:

- a. Provide graduates with a common body of knowledge in Business Administration.
- b. Provide graduates with the capability to develop the skills and knowledge required of Business Administration practitioners in a variety of Business settings.
- c. Provide graduates the resources and skills allowing them to find employment or enter trainee programs in Business Administration and related professions.

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

Students will...

1. Identify the theories and practices of business ethics and social responsibility.
2. Apply quantitative/qualitative skills to analyze and solve business problems and discover opportunities.
3. Communicate orally and in writing about business topics.
4. Function effectively as team members.
5. Understand globalization and value cultural diversity.
6. Demonstrate proficiencies in discipline specific areas identified as specializations.
7. Apply information technology and use information to support business processes and make decisions.

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.

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.

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.

MTH-1560 - Elementary Calculus* (M) (3)

Prerequisite: MTH 1115 or MTH 1120 or MTH 1150

This is an introductory course in differential and integral calculus with emphasis on differentiation techniques and their applications. Students learn to differentiate and integrate polynomial, exponential, and logarithmic functions of a single variable and

to apply these skills in solving problems from business, economics, and science. Graphing calculators and computer software are incorporated in appropriate areas throughout the course. This course is intended for business students instead of MTH 1200. This course satisfies the General Education Mathematics 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.

MTH-1200 - Calculus I and Analytic Geometry* (M) (4)

Prerequisite: MTH 1150; or MTH 1120 and MTH 1130

This first course in the calculus sequence is intended for students in the fields of mathematics, engineering, and the physical and life sciences. Topics include limits, continuity, derivatives, basic differential equations, parametric equations, indefinite and definite integration. Differential calculus applications include L'Hopitals Rule, curve sketching, optimization, Newton's Method, and rate problems, and integral calculus applications include areas of regions. This course satisfies the General Education Mathematics requirement.

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.

PHL-1020 - Introduction to Logic (H) (3)

Students are introduced to the principles of reasoning and valid inference. Topics include induction, deduction, analysis of statements and arguments, appraisal of classifications, hypothesis and analogies, and evaluation of definitions, meaning, content, and ambiguity. This course satisfies the General Education Humanities requirement.

ENG-1020 - Composition & Literature* (H) (3)

Prerequisite: ENG 1010

Students in this course complete their second semester college-level composition course. Using critical literary analysis, students build on the planning, organizing, and critical analysis skills learned in ENG-1010, Composition and Rhetoric.

Students use literature, such as short fiction, poetry, and drama as the basis of their critical analysis and to extend, deepen, and illuminate students' own experiences and connections with the larger world and contemporary issues. Students further master the conventions of written Standard American English, information literacy skills, and 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, coherent argument-based essay of about one thousand words that is nearly free of grammatical, mechanical, and structural errors. Students may earn credit for this course through CLEP or Advanced Placement Examination. This course satisfies the General Education Humanities requirement.

PHL-1150 - Cyber Ethics* (H) (3)

Prerequisite: RDG 0800

Students consider the safe and ethical use of computer technology including the Internet. They study the role of technology in today's society, cyber protection issues and the moral challenges we face in using technology including cyber space. Topics to be included are privacy, intellectual property, cyber abuse/crime, codes of conduct, policy development as well as the digital divide. In addition, students consider how the global and anonymous nature of the Internet makes it difficult to transfer standard rules of conduct to this virtual environment. This course satisfies the General Education Humanities requirement.

PHL-1430 - Business Ethics (H) (3)

Students undertake a comprehensive study of the theories, concepts, and principles of ethics, as they apply to the everyday situations that affect employees, employers, and consumers. Students explore these issues with readings from philosophers, economists, political scientists, and court cases. They become familiar with the range of questions that form the basic foundation of ethics as applied to corporate responsibility, workforce discrimination, distributive justice, environmental impact, risk, and safety. 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.

ECN-2025 - Principles of Macroeconomics* (B) (3)

Prerequisite: ECN 2020; or permission of Division Chair

In this introduction to modern macroeconomics, students examine the scarcity of resources; aggregate supply and demand; the private and public sectors; gross domestic product; unemployment and inflation; and fiscal and monetary policies for correcting the economy. Also covered are the successes and problems of some recent economic policies as well as the impact of international trade and a global economy. This course satisfies the General Education Social/Behavioral Science requirement.

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-2140 - Introduction to Business Strategy* (3)

Prerequisite: ENG 0900; and RDG 0800 and BAD 1015

Students are introduced to a common body of knowledge, and develop competencies in, strategic planning/management, and the management (design and implementation) of organization change initiatives, as typically employed in a variety of business settings in support of strategy implementation. Students will develop a sound foundation and basic skills in diagnosing organizational problems, formulating and selecting strategic alternatives, and recognizing problems inherent in strategy implementation meant to enhance organizational performance. The course emphasizes critical thinking by applying frameworks to analyze, evaluate, and practice organizational decision making.

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.

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.

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.

ITS-1120 - Introduction to Database* (3)

Prerequisite: ITS 1050 or ITS 1020

Students learn how to use a relational Database Management Systems (DBMS).

Topics include building, modifying, implementing, management and administration of a relational DBMS using Microsoft Access. Students will learn how to create tables, queries, forms, reports, and relationships according to project requirements.

This course uses lecture and a hands-on format.

<p>Business Administration, AS Business Analysis Concentration Recommended Course Sequence:</p>
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First Semester

ENG-1010 - Composition and Rhetoric* (3)

FYS-1010 – First Year Seminar (3)

BAD-1015 – Intro to Business (3)

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

Math (Choose):

MTH-1560 - Elementary Calculus* (M) (3)

and

MTH-1015 - Introduction to Statistics* (M) (3)

Or

MTH-1200 - Calculus I and Analytic Geometry* (M) (4)

and

MTH-1015 - Introduction to Statistics* (M) (3)

Second Semester

ACC-2010 - Principles of Accounting I* (3)

PHL-1020 - Introduction to Logic (H) (3)

ENG-1020 - Composition & Literature* (H) (3)

Math (Choose):

MTH-1560 - Elementary Calculus* (M) (3)

and

MTH-1015 - Introduction to Statistics* (M) (3)

Or

MTH-1200 - Calculus I and Analytic Geometry* (M) (4)

and

MTH-1015 - Introduction to Statistics* (M) (3)

Choose One:

PHL-1150 - Cyber Ethics* (H) (3)
Or
PHL-1430 - Business Ethics (H) (3)

Third Semester

ACC-2020 - Principles of Accounting II* (3)
ECN-2020 - Principles of Microeconomics* (B) (3)
Business Elective (3) Choose from:
 BAD-2070 - Business Law I* (3)
 BAD-2140 - Introduction to Business Strategy* (3)
 Or take 2-3 credits from courses numbered 1001 or above
Biological/Physical Sciences (4)
 Acceptable (lecture and matching lab): See Gen Ed Listing
ITS-1050 - Computing Essentials (3)

Fourth Semester

ECN-2025 - Principles of Macroeconomics* (B) (3)
COM-1010 - Basic Principles of Speech Communication* (H) (3)
Or
COM-1650 - Introduction to Public Speaking* (H) (3)
Social/Behavioral Sciences (3)
 Acceptable: See Gen Ed Listing and select any Social Behavioral Science
 course from within the Cultural and Global Awareness course list.
ITS-2450 - Decision Support Systems* (3)
ITS-1120 - Introduction to Database* (3)

Program Description for the Catalog:

This curriculum prepares the student for transfer into a business administration baccalaureate program to a four-year college or university. It is a broad-based program including a sound foundation in general education, which prepares the student for specialization in business areas in the junior and senior years.

The course of study for the Business Administration, AS degree prepares students to demonstrate knowledge, skills, integrity, a sense of social responsibility, and individual qualities that influence successful outcomes in the business world. Successful completion of the curriculum prepares students to perform a wide range of tasks and demonstrate leadership abilities, technological awareness, and intellectual capacity. The Business Administration program further encourages the building of a sense of purpose and an attitude of service in a leadership capacity.

CSM's Business Administration, AS 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.

Students who wish to earn a bachelor's degree majoring in accounting should also enroll in this program.

To assure maximum transferability of credits, students are urged to consult with an academic advisor early in this program of study.

This program is fully available online.

The Business Administration Associate of Science 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:

A business administration degree from CSM opens the door to a 4-year baccalaureate degree and then to variety of career opportunities including accountants, commercial loan officer, city manager, sales manager, human resources manager, public relations specialist, and advertising executive.

Transfer Options:

The Business Administration AS Program is a transfer degree program that is also focused on meeting workforce development needs of the community and local industry, development of articulation agreements remains a high priority. The number of articulation agreements in this program is increasing each year. There are currently nine approved articulation agreements with another nine agreements in the review and approval process.

Local area articulations allow students to transfer to a school and continue their studies in-person or on-line within the MD system. However, the bulk of articulation agreements targets institutions with an on-line presence. This allows students within the CSM region the opportunity to continue in the workforce while simultaneously pursuing a higher-level degree.

- Current Business Administration AS Articulation Agreements include and are in the process of being updated pending approval of changes:
 - Frostburg State University for Bachelor's in Business Administration (6 concentrations), Accounting, and Economics
 - Potomac State College of West Virginia University (Currently being updated)
 - University of Baltimore for Business Administration (12 concentrations)
 - Notre Dame of Maryland University (Currently being updated)
 - Capitol Technology University (Currently being updated)
 - Southern New Hampshire University (Currently being updated)
 - American Business School in Paris (3 Specializations)
 - American Public University (Business Administration)
 - Stevenson University (Business Administration)
- New In Progress Business Administration AS Articulation Agreements include and are in the process of being updated pending approval of changes:
 - Indiana University of Pennsylvania Business Administration (awaiting IUP's signature)
 - Bowie State University Business Administration
 - Mount St. Mary's University Business Administration
 - American Public University BA Business
 - American Public University BAS Technical Management
 - Capitol Technology University Data Science
 - California University of Pennsylvania Business Administration
 - DeSales University Business Administration
 - ODU Online Business Administration

A complete list of all transfer opportunities can be found on the [Transfer Services](#) page.

Student Learning Outcomes:

Students will...

1. Identify the theories and practices of business ethics and social responsibility.
2. Apply quantitative/qualitative skills to analyze and solve business problems and discover opportunities.
3. Communicate orally and in writing about business topics.
4. Function effectively as team members.
5. Understand globalization and value cultural diversity.
6. Demonstrate proficiencies in discipline specific areas identified as specializations.
7. Apply information technology and use information to support business processes and make decisions.

Business Administration, AS Business Analysis Concentration	
2021 Catalog	
General Education	
3 credits English Composition	ENG-1010 - Composition and Rhetoric* (3)
6 credits Arts/Humanities	ENG-1020 - Composition & Literature* (3) PHL-1430 - Business Ethics (3)
3 credits Biological/Physical Sciences	SCE-1010 - Scientific Method and the Modern World (S) (3)
4 credits Biological/Physical Sciences (with lab)	Biological/physical sciences (4) Select a lecture (3) and matching lab (1) from the General Education Course list
6 credits Social/Behavioral Sciences	ECN-2020 - Principles of Microeconomics* (3) ECN-2025 - Principles of Macroeconomics* (3)
3 credits Mathematics	MTH-1560 - Elementary Calculus* (3) or MTH-1200 - Calculus I and Analytic Geometry* (4)
	Core General Education=25-26
Other General Education (from above categories) (3-11 credits)	MTH-1015 - Introduction to Statistics* (3) Social/behavioral sciences (3 credits) Completion of this course meets the Social/behavioral and Cultural and Global Awareness requirements. Communications (3) Acceptable: COM-1010 - Basic Principles of Speech Communication* (3) COM-1650 - Introduction to Public Speaking* (3)
MHEC requires 28-36 credits	Total General Education=34

Major requirements	ACC-2010 - Principles of Accounting I* (3) ACC-2020 - Principles of Accounting II* (3) BAD-1015 - Introduction to Business in a Market Economy*(3) FYS-1010 - First Year Seminar* (3) ITS-1050 Computing Essentials (3) ITS-2450 Decision Support System (3) ITS-1120 Introduction to Database (3) PHY-1020 Introduction to Logic (3)
	Major Requirements=24
Electives	Acceptable: BAD-2070 Business Law I* (3) BAD-2140 Introduction to Business Strategy* (3) Or take 2-3 credits from any course listed 1001 or above
	Electives= 2
	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

The Business Administration AS Program is a transfer degree program that is also focused on meeting workforce development needs of the community and local industry, development of articulation agreements remains a high priority. The number of articulation agreements in this program is increasing each year. All articulation agreements are in the process of being updated pending approval of changes.

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 Administration AS 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 Administration 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)

TABLE 1: RESOURCES					
Resource Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds	\$ -	\$ -	\$ -	\$ -	\$ -
2. Tuition/Fee Revenue	\$ 1,816,643	\$ 1,907,475	\$ 2,002,848	\$ 2,102,991	\$ 2,208,140
(c + g below)					
a. Number of F/T Students**	389	408	429	450	473
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)	\$ 1,337,674	\$ 1,404,557	\$ 1,474,785	\$ 1,548,525	\$ 1,625,951
d. Number of P/T Students**	195	205	215	226	237
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	\$ 478,969	\$ 502,917	\$ 528,063	\$ 554,466	\$ 582,190
(d x e x f)					
3. Grants, Contracts & Other	0	0	0	0	0
External Sources					
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 – 4)	\$ 1,816,643	\$ 1,907,475	\$ 2,002,848	\$ 2,102,991	\$ 2,208,140

* The credit hour rate (\$163.75) is based upon CSM's current tuition rate of \$131 plus 25% combined fee.

** Total enrollment has decreased an average of 9% over 5 years. However, that trend is expected to reverse with program modifications and increased awareness. Therefore, an increase of 5% enrollment is used in this calculation.

TABLE 2: EXPENDITURES:					
Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty (b + c below)	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000
a. # FTE					
b. Total Salary	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000
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)	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000

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 Administration AS 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 Administration AS 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.