

The following motion was passed at Faculty Senate meeting #230 on March 5, 2018:

MOTION:

The UAF Faculty Senate moves to approve a new Bachelor of Applied Management degree, housed in the School of Management.

Effective: Fall 2018, upon all approvals

Rationale: The Bachelor of Applied Management (B.A.M.) degree will play a vital role in attracting new students, from around Alaska, to attend the University of Alaska Fairbanks while helping to achieve its enrollment growth goals. The B.A.M degree will be the first of its kind in the nation and has the potential to draw many new students.

The fully online Bachelor of Applied Management (B.A.M.) degree will give Alaskans, who have educational training in specific skill occupations and often accompanying work experience, the chance to continue their education. Students will be able to finish their four-year degree while continuing to work and obtain a degree that will allow them to become proficient middle-managers and supervisors in their chosen career fields. This unique, AACSB accredited business degree, offers students the opportunity to use their skills and degrees/certificates for academic and career growth. The B.A.M degree will also attract students outside of Alaska, which will enrich the program for Alaskan students and bring in additional revenue allowing the program to be financially sustainable. This degree will eventually be collaborative with the UAA College of Business and Public Policy, which plans to submit their program for review next AY and will allow the two business schools to lower their costs.

The B.A.M. degree is designed specifically for students who have a technical hands-on degree or certificate in fields such as mechanics, culinary arts, welding, healthcare, etc. and who are looking to develop management skills within their fields. Applied Management majors are desired in nearly every industry including, for example, aviation, automotive technology, hospitality and the growing field of healthcare. This desirability provides a unique opportunity as only a limited number of applied management bachelor degrees exist and many of those are located in for-profit institutions. The proposed degree would be even more exceptional as it would likely be the only AACSB accredited applied management degree in the nation.

The Alaskan workforce will experience gains as skill-based workers transform their management practices using a more educated approach. The relationship between the business community and the universities will be strengthened as more business leaders

earn four-year accredited degrees from the University of Alaska. Finally, the Alaskan population will benefit from an increased level of college-educated citizens.

Support:

UAA College of Business and Public Policy Dean Bogdan Hoanca- The proposed joint program will further strengthen the cooperation between the CBPP and the SOM, will better align our course offerings and will provide an opportunity for adults with technical and vocational training to gain management skills that will help them advance in their careers. This type of initiative directly supports President Johnsen's 65% by 2025 initiative (to get 65% of Alaskan workforce to have a postsecondary credential by 2025). We currently lack such an accredited program in Alaska, and I am confident it will be a useful addition to the menu of options available to Alaskans.

Carol Gering UAF eLearning supports development of the new BAM (Bachelor of Applied Management). We appreciate the School of Management's efforts to grow UAF enrollment through innovative new programs. We believe the BAM program will be effective in drawing new students to UAF; offering it online will make the degree accessible to working adults and non-traditional students who wish to grow their skills and advance their careers. eLearning commits to provide faculty development and instructional design support, as well as recruitment efforts and student service support.



Chris Fallen, UAF Faculty Senate President

See the attached program description:

Brief Statement of the Program:

The Bachelor of Applied Management (B.A.M.) online degree is designed for individuals who have completed 21-30 credit hours in an area of specialization or trade and aspire to assume middle management-level positions in their chosen field.

Applied Management majors are desired in nearly every industry including, for example, aviation, automotive technology, hospitality and the growing field of healthcare. This desirability provides a unique opportunity as only a limited number of applied management bachelor degrees exist and many of those are located in for-profit institutions. The proposed degree would be even more exceptional as it would likely be the only AACSB accredited applied management degree in the nation.

The online Bachelors of Applied Management degree provides students with the academic education required to be proficient middle-managers in their career fields. It offers students with degrees and certificates, not usually designed to fulfill the requirements within a bachelors program, the opportunity to use their skills and degrees/certificates for academic and career growth.

Objectives:

1. To expose students to a general management degree that can be used across non-traditional business disciplines.
2. To provide students the skills to be proficient and competent middle-managers in their career fields.
3. To provide students the opportunity for both career and academic growth by allowing them to use the skills they already possess and develop them into a baccalaureate degree.

Evaluation of objectives:

1. Academic performance.
2. The number of students who move to managerial roles after completing B.A.M. degree.

Relations to Purpose of the University:

- A. Educate: The degree is designed to further educate students who are interested in management and have a technical expertise in a trade.
- B. Research: Through course embedded projects, undergraduate students will develop and utilize real-life management skills. Students will have the opportunity to work with professors on real management projects.
- C. Prepare: This degree will prepare students for mid-level management positions in their current fields, something that is not currently available to students in Alaska. This degree is key to workforce development.

- D. **Connect:** The online format of the B.A.M. degree will allow students not only to connect with the instructor for classroom requirements but also to network with other students throughout the state and country. This networking will provide a better educational, and possibly an even better professional, experience for the student.
- E. **Engage:** B.A.M. is designed specifically to engage Alaskans, and other students across the nation, in continuing education outreach. The key feature of the program is to target students who would like to continue their education.

Plans for recruiting students:

Alaskan Students will be recruited through traditional means such as job fairs, high school visits and marketing campaigns. Additionally, lower-48 students will be recruited through the use of Articulation Agreements with two-year community colleges. The School of Management (SOM) already has an extensive network of articulation agreement with two-year colleges:

- Allen Hancock College- Santa Maria, California
- Central Texas College- Killeen, Texas
- Clackamas Community College- Oregon City, Oregon
- Coastline Community College- Fountain Valley, California
- Columbus State Community College- Columbus, Ohio
- Mount Hood Community College- Gresham, Oregon
- Rio Hondo College- Whittier, California
- Rogue Community College- Grants Pass, Oregon
- Salt Lake Community College- Salt Lake City, Utah
- Santa Ana College- Santa Ana, California
- Sinclair Community College- Dayton, Ohio
- Skagit Valley College- Mt. Vernon, Washington
- Truckee Meadow Community College- Reno, Nevada
- Red Rocks Community College- Lakewood, Colorado

Employment Market Needs:

This program was discussed extensively with the UAF School of Management Business Advisory Council (BAC) and well as the Accounting Advisory Board (AAB). This group is made up of business leaders, mainly from Fairbanks and Anchorage but also with representation from the Lower 48. Alaska Department of Labor and Workforce Development and the United States Department of Labor statistics were examined. Finally, business faculty from the University of Alaska Anchorage College of Business and Public Policy were also consulted.

Job opportunities:

Now:

From the UAF business advisory councils, there was widespread enthusiasm for the proposed B.A.M. degree as part of the SOM five-year strategic planning process. In addition, the Alaska Department of Labor and Workforce Development categorize General and Operations Managers as those who “plan, direct, or coordinate the operations of public and private sector organizations. Duties and responsibilities include formulating policies managing daily operations, and planning the use of materials and human resources.” This is a good description of the graduates of the B.A.M. program. The Alaska mean wage for this group is competitive at over \$50,000 annually. In total, the Alaska Department of Labor categorizes over 30,000 jobs that B.A.M. trained students would qualify for, however, this is a substantial understatement as it does not allow for the many students who would already be employed in a technical area and improving their business acumen (these statistics pertain just to Alaska.)

Currently, these positions are being filled by employees with no formal management skills or by managers that have little technical backgrounds in the field in which they are managing. The positions are often filled by employees with business degrees that do not have the technical background required to make them successful leaders in these fields.

Two years from now:

Extrapolating from the 10-year Alaska growth, a two-year growth would be approximately 1.3% new jobs, not counting the jobs opened up by workers retiring, or otherwise, leaving their position. The forecasted nationwide growth is 1.8%.

Five years from now:

Extrapolating from the 10-year Alaska growth, a five-year growth would be approximately 3.2% new jobs, not counting the jobs opened up by workers retiring, or otherwise, leaving their position. The forecasted nationwide growth is 4.5%.

Ten years from now:

Alaska Department of Labor and Workforce Development, for General and Operations Managers, forecasts a 6.3% ten-year rate of growth for this group of mid-level managers which slightly exceeds the 5.8% growth rate overall all occupations. Across the United States, the United States of Labor forecasts the ten-year job growth to be 9% in addition to workers that will need to be replaced as they retire, or otherwise, leave.

Facilities/Space Needs:

No new space is needed for the B.A.M. degree as it is a strictly online program and the B.A.M. courses will be strictly offered online.

Credit Hour Production:

Most all of the required courses are currently offered every spring and fall semester. Credit hour production from 100 sustainable students annually is approximately 3,000 a year.

Library/Media Materials, Equipment and Services:

None, as UAF Elmer E. Rasmuson Library already has management curriculum resources (i.e. texts, journals, databases).

Effects on enrollments elsewhere in the system:

This should have no negative effects on enrollments elsewhere in the system as it is specifically targeting students that do not have a current option for management degrees. It is very different than a B.B.A. degree which is designed for business-specific students and as such should have the ability to attract a much different type of student. It should have substantial positive effects for the Community and Technical College as this degree should be very attractive to its students earning trade focused certificates, endorsements and degrees.

This program will also increase enrollments at UAF for non-business courses and, as it will be a collaborative between UAF and UAA, will benefit the UA system.

Catalog Layout:

The B.A.M. degree requires a minimum of 120 credit hours. It is an online degree designed for students that have a technical hands-on degree or certificate in fields like mechanics, culinary arts, welding, healthcare, etc. that are looking to develop management skills within their fields. This degree is designed for students who already have a career that are looking on expanding their skill-sets to become mid-level managers in their next career step.

Minimum Requirements for Degree: 120 credits

Students must earn a C- grade or better in each course.

CODE	TITLE	CREDITS
	General University Requirements	
	Complete the general university requirements	
	General Education Requirements	
	Complete the general education requirements	

<u>MATH</u> <u>F122X</u>	Essential Precalculus with Applications	3
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Bachelor of Applied Management (B.A.M.) program requirements:

Complete 21-30 credit hours in a single specialized technical area or trade	21-30
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<u>AIS F101</u>	Effective Personal Computer Use	1
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<u>AIS F310</u> OR	Management of Information Systems	3
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<u>AIS F316</u>	Accounting Information Systems	
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BAM F352	Accounting and Finance	3
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BAM F320	Management	3
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<u>BA F308</u>	Professional Development: How to Prepare for a Job and Other Survival Skills	1
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<u>BA F309</u>	Professional Development: Finding a Career	1
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<u>BA F307</u>	Introductory Human Resources Management	3
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<u>BA F330</u>	The Legal Environment of Business	4
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<u>BA F323X</u>	Business Ethics	3
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<u>BA F343</u>	Principles of Marketing	3
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<u>BA F390</u>	Organizational Theory and Behavior	3
<u>BA F490</u> OR	Services Marketing	3
<u>BA F360</u>	Operations Management	
<u>ECON F227</u> OR	Introductory Statistics for Economics and Business	3
<u>STAT F200X</u>	Elementary Statistics	
<u>HSEM F416</u>	Cybersecurity Management	3
<u>HSEM F445</u>	Business Continuity and Crisis Management	3
<u>BAM F462</u>	Project Management	3
Electives		
Complete free electives as needed to meet 120 credits.		
Earn 39 credit hours at the 300 or 400 level		
Total Credits		68-77

Personnel

Name	Staff classification	Duties	Qualifications
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Margaret Keiper	Faculty	Teach courses in School of Management Develop new courses in School of Management Publish original research Serve on academic and administrative committees	Ph.D., Sport Administration
Amber Lammers	Admin Coordinating Personnel	Develop syllabi, coordinate curriculum changes and scheduling	M.B.A.
Kevin Berry	Faculty	Associate Dean, School of Management. Teaches courses in School of Management. Publishes original research.	Ph.D. Accounting
Nicole Cundiff	Faculty	Program Director-Business Administration Chair Assurance of Learning and Impact Committee Teaches courses in School of Management Publishes original research	Ph.D. Applied Psychology

Enrollment Information

Projected Enrollment: New Majors annually

- Year 1: 20
- Year 2: 40
- Year 3: 50
- Year 4: 40
- Year 5: 40

Projected sustained enrollment (100 majors)

How was projected/present enrollment determine? Who was surveyed and how?

Projections were based on many things including the figure that UA President Johnsen has often mentioned of 120,000 people in Alaska with some college education but no degrees. This program is also closely modeled after the UAF SOM online Bachelors of Emergency Management in which there are now over 200 majors. UAF SOM has already set up several articulations with two-year colleges across the nation and we would utilize those to draw students from the low-48 who would like an AACSB accredited B.A.M. degree but are often being shut out of college opportunities in their own states (e.g. California; currently, the HSEM

program has students from 28 states). This is a “proof of concept” that will work here. This degree has also been discussed extensively with the UAF SOM Student Advisory Council (SAC) and the students believe there will be a large demand for this program. Finally, a survey was sent out to all current students and alumni with the results coming back favorable.

We believe this program is sustainable with 100 students. UAA School of Business and Public Policy has indicated an interest to share costs through the sharing of online courses.

Minimum Enrollments to maintain program for years 1, 2, 3, 4 and 5

Year 1= 20 new

Year 2= 20 new

Year 3= 20 new

Year 4= 20 new

Year 5= 20 new

Maximum enrollment which program can accommodate = 250

Resources Impact:

Resource Commitment

SOM is not requesting any new resources. It can start the program by leveraging its existing BA faculty. As the program grows resources will be supported from tuition.

Revenue and Expense Projection

Support Letters:

Dean UAA CBPP 1

Dean UAA CBPP 2

Former Student

Additional Forms:

BOR Action Request Form

BAM Degree Requirements

SLOA Plan

BAM Prospectus