

September 17, 2014

MEMORANDUM

TO: State Board of Regents
FROM: David L. Buhler
SUBJECT: Utah State University – Bachelor of Science in Business Education

Issue

Utah State University (USU) requests approval to offer a Bachelor of Science in Business Education. This program was approved by the institutional Board of Trustees on June 27, 2014.

Background

A similar program was offered by USU's Huntsman School of Business but was eliminated several years ago during a restructure. This new program will be offered through USU's School of Applied Sciences, Technology and Education.

Every public secondary and middle school district in Utah employs business education teachers and the current supply of qualified graduates from business education programs is not meeting the demand of school districts. The delivery methods for this proposed degree will provide access to students across Utah at USU's Logan campus as well as through USU's distance education sites and regional campuses.

The Bachelor of Science in Business Education is designed to prepare students to become teachers of business education and advisors for career and technical student organizations in middle and high schools and in technical education centers. This proposal was reviewed and endorsed by the Utah State Office of Education's business education specialist who affirmed the program has the proper curriculum to prepare future secondary education business teachers.

The institution will cover costs through existing budgets and funding mechanisms. No new faculty or staff or will be required.

Policy Issues

The proposed program has been developed through established institutional procedures and Board of Regents policy. Chief academic officers as well as faculty in related departments from the Utah System of Higher Education institutions have reviewed the proposal and have provided input. There are no additional policy issues relative to approval of the program.

Commissioner's Recommendation

The Commissioner recommends the Board of Regents approve the Bachelor of Science in Business Education at Utah State University.

David L. Buhler
Commissioner of Higher Education

DLB/BKC
Attachment

Program Description – Full Template
Higher Education Institution
Degree Type and Title
2/10/2014

Section I: The Request

Utah State University (USU) requests approval to offer a bachelor's degree in Business Education effective upon Board of Regents approval. This program was approved by the institutional Board of Trustees on June 27, 2014.

Section II: Program Description

Complete Program Description

College of Agriculture and Applied Sciences
School of Applied Sciences, Technology and Education

The Bachelor of Science in Business Education prepares students to become teachers and advisors for career and technical student organizations in middle and high schools and technical education centers. Business teachers teach a variety of subjects including accounting, business law, business communications, personal finance, economics, free enterprise, management, marketing, computer technology, word processing, spreadsheets, databases, presentations, web page design, digital image editing, digital video editing, and emerging technologies. Utah is experiencing a shortage of highly-qualified business teachers. The proposed program will meet the need of preparing teachers who cannot attend existing business education programs by offering the program at USU's main campus and the majority of distance education delivery and regional campus sites in Utah.

In order to obtain a secondary teaching license for grades 6–12, students must complete the 35-credit hour Secondary Teacher Education Program (STEP), which includes one semester of student teaching in a public school. This program is administered by a partnership with USU's School of Teacher Education and Leadership (TEAL) within the Emma Eccles Jones College of Education and Human Services. The student must apply to the School of TEAL the semester before taking the STEP courses. Students learn subject content through the School of Applied Sciences, Technology and Education and spend the last three to four semesters studying education techniques through the STEP program.

Purpose of Degree

The primary purpose of this degree is to prepare teachers who are qualified to teach business and technology courses and to also lead student clubs in Utah secondary schools. A unique objective of this degree is to provide access for students who otherwise may not be able to move from their homes and jobs the opportunity to receive a Bachelor of Science degree in Business Education. Utah State University plans to do this by offering the degree at USU's main campus and the majority of distance education delivery and regional campus sites. With the approval of the degree students in rural areas of Utah will have much greater access to a Bachelor of Science degree in Business Education that will prepare graduates to teach in a program that is currently experiencing a shortage of certified teacher educators.

Institutional Readiness

Utah State University already has the components of the degree in place. In addition to the support from faculty of other Career and Technical Education programs housed within the School of Applied Sciences, Technology and Education (ASTE) this degree program will bring together existing broadcast resources available within USU's regional campus system and will leverage these resources to offer a degree throughout the state. The Interactive Video Conferencing (IVC) system, providing courses taught by college professors throughout Utah, is already offering secondary education, technology, and business content courses, all of which will be required for the proposed degree program.

Departmental Faculty

Department Faculty Category	Department Faculty Headcount – Prior to Program Implementation	Faculty Additions to Support Program	Department Faculty Headcount at Full Program Implementation
With Doctoral Degrees (Including MFA and other terminal degrees, as specified by the institution)			
Full-time Tenured	13		13
Full-time Non-Tenured	1		2
Part-time Tenured			
Part-time Non-Tenured			
With Master's Degrees			
Full-time Tenured	5		5
Full-time Non-Tenured	7		7
Part-time Tenured			
Part-time Non-Tenured			
With Bachelor's Degrees			
Full-time Tenured	4		4
Full-time Non-Tenured	6		6
Part-time Tenured			
Part-time Non-Tenured			
Other			
Full-time Tenured	6		6
Full-time Non-Tenured	4		4
Part-time Tenured			
Part-time Non-Tenured	1		1
Total Headcount Faculty in the Department			
Full-time Tenured	28		28
Full-time Non-Tenured	18		19
Part-time Tenured			
Part-time Non-Tenured	1		1
Total Department Faculty FTE (As reported in the most recent A-1/S-11 Institutional Cost Study for "prior to program implementation" and using the A-1/S-11 Cost Study Definition for the projected "at full program implementation.")	31.42	X	32.42

Staff

No additional staff will be required for the program. The degree will rely primarily upon existing courses and faculty. Reallocation of funds within the regional campuses will allow for an additional faculty member to serve as the lead teacher educator for the Business Education program when needed.

Library and Information Resources

Teacher preparation and business-related holdings will be adequate for the Business Education program. Additional resources will not be needed. Utah State University's current undergraduate resources include all software needed for this degree program.

Admission Requirements

Initial admission into the program will be consistent with existing USU undergraduate admission requirements. However, by the fall semester of the junior year students must be admitted to STEP. The specific STEP admission criteria are established by the Utah State Office of Education and are included below:

Area	ACT Score Waives Requirement	Academic Requirement
English	29	English 1010 or English 2010 with a C+ grade or higher
Math	25	MATH 1050 or STAT 1040 with a C- grade or higher
Social Studies	n/a	A minimum of three (3) credits of coursework in Social Science (BSS) with at least a C grade
Science	n/a	A minimum of six (6) credits of coursework in Life (BLS) and Physical Science (BPS) with at least a C grade in each course

Other admission requirements include: (a) Passage of Speech and Hearing Test; (b) Passage of College of Education Writing Exam; (c) Submission of college transcripts (transcripts verify the completion of 60 semester credits of approved course work with a minimum total GPA of 3.0); (d) ACT composite score of no less than 21, verbal English score of no less than 20, mathematics quantitative score of no less than 19*, science and reading scores of no less than 18; and (e) Clear Criminal Background Check

*Students who earn an ACT mathematics score less than 23 will be required to take MATH 1010 prior to taking MATH 1050.

Student Advisement

The School of Applied Sciences, Technology and Education has a designated advisor housed in the College of Agriculture and Applied Sciences Student Services Center. The advisor and Associate Dean have assured ASTE that the center has capacity to handle the additional students in the major. Additionally, the ASTE advisor will work with regional campus advisors to ensure that students have access to advising in the various geographic regions where students enroll.

Justification for Graduation Standards and Number of Credits

The State Office of Education Business Teacher Licensing requires a business composite program with course work in the areas of accounting, business law, business writing, finance, international and microeconomics, management, marketing, computer information literacy, database, digital media graphics, keyboarding, spreadsheets, web page design, word processing, information technology, networks, operating systems, PC hardware and software, teacher education requirements, and business teacher methods courses. Content in each of these areas will be taught, while maintaining the 120 credit hour requirement for bachelor's degree attainment. Students must also pass a praxis test administered by the State Office of Education to certify competency in each area.

External Review and Accreditation

Need for the program and curriculum design was discussed with the Utah State Office of Education specialists. The proposed curriculum will meet the current Utah standards for teacher certification. The program was discussed at State curriculum meetings related to business education.

Projected Program Enrollment and Graduates; Projected Departmental Faculty/Students

Data Category	Current – Prior to New Program Implementation	PROJ YR 1	PROJ YR 2	PROJ YR 3	PROJ YR 4	PROJ YR 5
Data for Proposed Program						
Number of Graduates in Proposed Program	X	0	0	7	15	15
Total # of Declared Majors in Proposed Program	X	20	40	60	80	80
Departmental Data – For All Programs Within the Department						
Total Department Faculty FTE (as reported in Faculty table above)	31.42	31.42	32.42	32.42	32.42	32.42
Total Department Student FTE (Based on Fall Third Week)	656.74	676	696	716	736	736
Student FTE per Faculty FTE (ratio of Total Department Faculty FTE and Total Department Student FTE above)	20.9	21.5	21.5	21.6	22.7	22.7
Program accreditation-required ratio of Student FTE/Faculty FTE, if applicable: (Provide ratio here: _____)						

Expansion of Existing Program

USU does not presently have a Business Education degree. The School of Applied Sciences, Technology and Education currently offers baccalaureate degrees in Agricultural Education, Family and Consumer Sciences Education, and Technology and Engineering Education. The proposed Business Education degree will expand the Career and Technical Education (CTE) teacher education offerings of USU.

Section III: Need

Program Need

Much of Utah's work-age population is faced with reduced employment opportunities as a result of the limited access to higher education. According to the Economic Research Service of the United States Department of Agriculture, Utah's most recent population numbers list the percentage of persons 25 and older who have completed college degrees as 29.6% (24 % in rural areas and 30.0% in urban areas). Consistent with USU's land-grant mission, the Business Education Bachelor of Science degree will allow greater access for individuals who experience location constraints due to work and family responsibilities. Additionally, the program will help supply business teachers to junior high and high schools across Utah, which currently have to hire alternatively certified teachers to fill their growing number of open positions.

Labor Market Demand

Every public secondary and middle school district in Utah employs business education teachers. The current supply of qualified graduates from business education programs is not meeting the demand of school districts. As stated previously, school districts hired almost 100 teachers in FY 13 who must complete alternative certification. Officials from the Utah State Office of Education have expressed a need for additional business education teachers.

Additionally, the Business Education degree program serves a dual function. First, it satisfies the requirement that each high school teacher educate students about related careers. Second, while taking business education courses, secondary students will develop the academic knowledge and technical skills to be successful in a variety of business and business-related occupations. Business management and office/administrative support services are projected to be among the fastest growing industries through the year 2018. In Utah, the annual growth rate for this occupation is expected to be 2%.

Student Demand

Students interested in teaching secondary business must currently choose degree options from Weber State University, Southern Utah University, or Utah Valley University. These programs are only offered at on-site locations in Ogden, Cedar City, and Orem. The proposed degree would allow students across Utah to gain educational opportunities through alternative means to traditional campus-based education. The academic advisors in ASTE had several requests in Fall Semester 2013 from students regarding their option to major in Business Education and the advisors have begun to keep a list of students interested in the program. Business Education alumni, currently employed as secondary teachers, have also contacted USU to see what options USU offers for students interested in business education. Additionally, this proposed program was discussed with current regional campus advisors who indicated students routinely inquire as to the availability of business education as a degree option.

Similar Programs

Currently, USU does not have a Business Education degree. Business Education degrees are available in Ogden at Weber State University, in Orem at Utah Valley University, and in Cedar City at Southern Utah University. The Business Education degree at USU will serve Logan and the other areas serviced by the USU regional campus system.

Collaboration with and Impact on Other USHE Institutions

This program is intended to build upon existing programs offered at USU-Eastern and through USU's regional campuses to extend this program into rural areas of Utah. Faculty from Weber, Southern Utah

University, and Utah Valley University are supportive of an additional program being added to serve the rural areas of the state. The majority of the Business Education degree requirements at these institutions must be taken on campus in a face-to-face format.

Benefits

The Business Education degree at Utah State University will provide access for students attending the USU Logan campus and will offer students throughout rural Utah the opportunity to become a business/technology teacher in secondary education in Utah.

Consistency with Institutional Mission

Aligning with the mission and goals of the university to serve the public, the mission of the Business Education degree program is to prepare teachers for placement in Utah, and across the nation. Additionally, the program will enhance the diversity and partnerships within the USU campus community, as it will be available to students throughout Utah via the regional campus system. Previously underserved populations, with the goal of becoming business educators, will now have greater access to courses. The Business Education program will contribute to USU’s goal to strengthen placement as school districts are in need for qualified CTE business teachers. The institution expects the placement rate to be 100 percent for program graduates.

Section IV: Program and Student Assessment

Program Assessment

The School of Applied Sciences, Technology and Education will conduct on-going assessment of the degree program and make improvements or adjustments as needed. The competencies selected for this teacher preparation degree include skills and abilities required for undergraduate teacher certification programs. Instructors will use student course evaluations as a formative step in the entire program as they see instantaneous reaction to their teaching. The program faculty will have the opportunity to interact and work with other teacher educators within ASTE and TEAL. The department plans to conduct exit interviews/surveys of graduating students and will survey alumni at five-year intervals to provide an opportunity for student reflection on the program outcomes and overall value.

Expected Standards of Performance

Students will be required to have 3.0 GPA for entrance into Business Education degree and demonstrate proficiency in the business education content and teaching areas. Additionally, students receiving a degree in Business Education must pass the business and technology praxis test required by the Utah State Office of Education.

Section V: Finance

Department Budget

Three-Year Budget Projection							
Departmental Data	Current Departmental Budget – Prior to New Program	Departmental Budget**					
		Year 1		Year 2		Year 3	
		Addition to Budget	Total Budget	Addition to Budget	Total Budget	Addition to Budget	Total Budget

	Implementa tion						
Personnel Expense							
Salaries and Wages	\$3,572,519	\$35,725	\$3,608,244	\$36,082	\$3,644,326	\$36,443	\$3,680,769
Benefits	\$1,643,358	\$16,433	\$1,659,791	\$16,597	\$1,676,388	\$16,763	\$1,693,151
Total Personnel Expense	\$5,215,877	\$52,158	\$5,268,035	\$52,679	\$5,320,714	\$53,206	\$5,373,920
Non-Personnel Expense							
Travel	\$123,463	\$1,235	\$124,698	\$1,247	\$125,945	\$1,259	\$127,204
Capital	\$43,212	\$432	\$43,644	\$436	\$44,080	\$441	\$44,521
Library***	--	--	--	--	--	--	--
Current Expense	\$450,643	\$4,506	\$455,149	\$4,551	\$459,780	\$4,597	\$464,297
Total Non-Personnel Expense	\$617,318	\$6,173	\$623,491	\$6,234	\$629,725	\$6,297	\$636,022
Total Expense (Personnel + Current)	\$5,833,195	\$58,331	\$5,891,526	\$58,913	\$5,950,439	\$59,503	\$6,009,942
Departmental Funding							
Appropriated Fund	\$4,742,814	\$47,428	\$4,790,242	\$47,902	\$4,838,144	\$48,381	\$4,886,525
Other:	\$368,253	\$3,683	\$371,936	\$3,719	\$375,655	\$3,756	\$379,411
Special Legislative Appropriation							
Grants and Contracts	\$722,128	\$7,220	\$729,348	\$7,292	\$736,640	\$7,366	\$744,006
Special Fees / Differential Tuition							
Total Revenue	\$5,833,195	\$58,331	\$5,891,526	\$58,913	\$5,950,439	\$59,503	\$6,009,942
Difference							
Revenue-Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Departmental Instructional Cost / Student Credit Hour* (as reported in institutional	\$236	\$0	\$236	\$0	\$236	\$0	\$236

Cost Study for "current" and using the same Cost Study Definition for "projected")							
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** Projected Instructional Cost/Student Credit Hour data contained in this chart are to be used in the Third-Year Follow-Up Report and Cyclical Reviews required by R411.*

***Addition to budget calculated at a 1% increase each year.*

**** Library holdings in Business and Career and Technical Education are adequate for proposal*

Funding Sources

No new funding is anticipated as the program will use existing resources.

Reallocation

No reallocation of resources will be needed.

Impact on Existing Budgets

No foreseeable negative impacts upon existing programs, departmental, college, or university budgets are anticipated.

Section VI: Program Curriculum

All Program Courses (new courses in bold) on next page.

Course Prefix & Number	Title	Credit Hours
General Education (not met by major requirements): 34 credits		
Various	Breadth Creative Arts (BCA)	3
Various	Breadth Life Science (BLS)	3
Various	Breadth Physical Science (BPS)	3
Various	Breadth Humanities (BHU)	3
Various	Breadth Exploration Requirement	3
ENGL 1010	Introduction to Writing: Academic Prose (CL1)	3
ENGL 2010	Intermediate Writing: Research Writing in a Persuasive Model (CL2)	3
MATH 1050 or STAT 1040	College Algebra or Intro to Statistics (QL)	4
Various	Depth Humanities and Creative Arts (DHA)	3
Various	Depth Life Science or Physical Science (DSC)	3
Various	Quantitative Intensive (QI)	3
Business Education Major Requirements: 88 credits		
ACTG 2010	Financial Accounting	3
BCIS 1010	Computer Literacy	3
BCIS 1200	Microcomputer Operating Systems	2
BCIS 1300	Website Design	3
BCIS 1340	Digital Video Production	3
BCIS 1405	Word Processing	3
BCIS 2420	Database I (Access)	2
BCIS 2430	Desktop Publishing	2
BCIS 2441	Graphics for the Web	3
BUSN 1021	Personal Finance	3
BUSN 1091	Business Presentations	3
BUSN 2050	Business Law	4
BUSN 2200	Business Communications	3
BUSN 2201	Marketing Concepts	3
BUSN 2390	Organizational Behavior	3
BUSN 3150	Methods for Business Education	3
BUSN 3300	Clinical Experience I Business Education	1
BUSN 3710	Orientation to Business Education	2
BUSN 4250	Methods of Business and Marketing	3
BUSN 4300	Clinical Experience II Business Education	1
BUSN 5500	Business Education Secondary Curriculum Seminar	2
BUSN 5630	Business Education Student Teaching	10
ECN 1500	Intro. to Economic Institutions, History and Principles (BAI)	3
ECN 2010	Introduction to Microeconomics (BSS)	3
MIS 2100	Principles of Management Information Systems	3
SCED 3100	Motivation and Classroom Management	3
SCED 3210	Educational and Multicultural Foundations (DSS/CI)	3
SCED 4200	Reading, Writing and Technology (CI)	3
SCED 4210	Cognition and Evaluation of Student Learning	3
SPED 4000	Education of Exceptional Individuals	2
Sub-Total	Elective Courses	0
Sub-Total	Track/Options (if applicable)	0
Sub-Total	Total Number of Credits	122

Program Schedule

FALL			
DEPT	#	Course Name	Cr
BUSN	3710	Orientation to Bus Education	2
ENGL	1010	Intro to Writing (C+ minimum)	3
USU	1320	Civilization: Humanities	3
MATH	1010	Intermediate Algebra	4
BCIS	1010	Computer Literacy	3
			15

FALL			
DEPT	#	Course Name	Cr
BCIS	2441	Graphics for the Web	3
MIS	2100	Principles of MIS	3
BCIS	1405	Word Processing	3
ACTG	2010	Financial Accounting	3
BUSN	2200	Business Communications	3
Take Speech/Hearing Screening Pass Writing Exam (offered first 5 weeks only)			
			15

FALL			
DEPT	#	Course Name	Cr
BCIS	1300	Website Design	3
BUSN	1021	Personal Finance	3
SCED	3100	Motivation & Classroom Mgmt	3
SCED	3210	Educ & Multicult. Fnd. (DSS)	3
QI	choose	Quantitative Intensive (QI)	3
BCIS	1200	Operating Systems	2
Background Check Submit STEP Application (by October 1) Register for Level 1			
			17

FALL			
DEPT	#	Course Name	Cr
BUSN	4300	Clinical Experience II	1
BUSN	4250	Methods of Teaching Bus and Marketing	3
SPED	4000	Educ of Excp'l Individuals	2
BCIS	2340	Desktop Publishing	3
DSC	choose	Depth Life or Physical Science (DSC)	3
DHA	choose	Depth Humanities (DHA) course	2 to 3
BCIS	2420	Database 1 (Access)	2
Apply for Student Teaching			
			15 to 16

SPRING			
DEPT	#	Course Name	Cr
MATH	1050	College Algebra	4
BLS	BLS	check with Advisor(C minimum)	3
BUSN	2050	Business Law	4
BUSN	1091	Business Presentations	3
ECN	1500	Intro to Economic Institutions	3
			17

SPRING			
DEPT	#	Course Name	Cr
ECN	2010	Intro to Microeconomics (C minimum)	3
BPS	BPS	check with Advisor (C minimum)	3
BCA	BCA	check with Advisor	3
ENGL	2010	Intermediate Writing: Research	3
BSS	BSS	PSY 1010 or SOC 1010 (Exploration)	3
BUSN	2201	Marketing Concepts	3
Pass Writing Exam (offered first 5 weeks only) Background Check			
			18

SPRING			
DEPT	#	Course Name	Cr
BUSN	3150	Methods of Teaching Bus Ed Tech	3
BUSN	3300	Clinical Experience I	1
SCED	4200	Language, Literacy and Learning	3
SCED	4210	Assessment and Curriculum Design	3
BUSN	2390	Organizational Behavior	3
BCIS	1340	Digital Video Production	3
Apply for Graduation Register for Level II Take PRAXIS			
			16

SPRING			
DEPT	#	Course Name	Cr
BUSN	5500	Student Teaching Seminar	2
BUSN	5630	Student Teaching/Sec Schools	10
			12

Section VII: Faculty

The School of Applied Sciences, Technology & Education has broad expertise in the Career and Technical Education as well as existing specific expertise to support a business education degree program. The table below shows faculty with general expertise in Career and Technical Education areas followed by the faculty who have expertise/credentials related directly to Business Education. It does not include faculty without expertise in Career and Technical Education teacher preparation.

ASTE CTE	Faculty	Teach	Res	Ext	Serv	Admin	Degree	University
	Richard Beard	8		76	8		PhD	Texas A&M Univ, Extension Ed.
	Kelsey Hall	65	30		5		EdD	Texas Tech Univ, Agric. Ed.
	Rebecca Lawver	65	30		5		PhD	Univ of Missouri, Agric. Ed.
	Bruce Miller	20			5	75	PhD	Iowa State Univ, Agric. Ed.
	Michael Pate	65	30		5		PhD	Iowa State Univ, Agric. Ed.
	Edward Reeve	65	25		10		PhD	Ohio State Univ, Ind. Tech. Ed.
	Lindsey Shirley	70		25	5		PhD	Iowa State Univ, Family & Consumer Sciences Ed.
	Debra Spielmaker	60		35	5		PhD	USU, Curriculum & Inst.
	Denise Stewardson			90	10		MA	Univ of Maryland, Industrial Arts Ed.
	Gary Stewardson	65	30		5		PhD	Univ of Maryland, Industrial Arts Ed.
	Brian Warnick	70	25		5		PhD	Oregon State Univ. Education
	Julie Wheeler	95			5		MS	USU, Home Economics & Consumer Education
Business Education								
	Dan Allen	70			30		BS	BYU, Computer Science
	Jared Barrett	95			5		PhD	University of Illinois, Ed Psyc
	Dennis Garner	90			10		MS	BYU, Business Education
	Russell Goodrich						MS	USU. Bus. Info. Sys. & Ed.
	Betty Hassell	70			10	20	MS	USU, Instructional Tech. Teaching Certification
	Eric Mantz	90			10		MS	USU, Bus. Info. Sys.& Ed.
	Henning Olsen	90			10		EdD	BYU, Educational Leadership
	James Powell	95			5		MS	USU, Computer Science
	Robert Powell	95			5		BA	Weber State Univ, Psychology
	Elaine Youngberg	90			10		EdD	USU, Education
	TBA	90			10		Ph/EdD	