



## **ACADEMIC PROGRAM PROPOSAL FORM**

*(Revised May 2014)*

**DIRECTIONS:** Use this form when proposing a new major or primary field of study, new emphasis, or new degree program.

**DATE SUBMITTED:**

*Date of AAC Approval:*

December 2, 2015

**INSTITUTION:** Western Nevada College

**REQUEST TYPE:**

- New Degree  
 New Major or Primary Field of Study  
 New Emphasis

*Date of Board Approval:*

**DEGREE** (i.e. Bachelor of Science): Associate

**MAJOR** (i.e. Animal Science): Business

**EMPHASIS** (i.e. Equine Studies): N/A

**CREDITS TO DEGREE:** 60

**PROPOSED SEMESTER OF IMPLEMENTATION:** Fall 2016

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**Action requested:**

Approval of an Associate of Business Degree for Fall 2016 implementation.

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**A. Brief description and purpose of proposed program**

The Associate of Business is a transfer degree designed for students planning to transfer to a four year program in Business .

**B. Statement of degree or program objectives**

The objective of the Associate of Business is to enable students to be able to transfer directly to upper division status to the UNR and UNLV College of Business.

**C. Plan for assessment of degree or program objectives**

The success of the program will be measured by the number of students who enroll in and successfully complete the degree.

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**D. Plan for assessment of student learning outcomes and the use of this data for program improvement**

Student learning outcomes will be assessed on a course by course basis within the program through the use of exams, quizzes, projects and writing assignments. The number of graduates for this program will be monitored to determine if any improvements to the program are warranted.

**E. Contribution and relationship of program objectives to**

**i. NSHE Master Plan**

This program will contribute to the NSHE Master Plan by providing students with the opportunity for an excellent education by obtaining a degree that will assist the student in obtaining a Bachelor degree at a four year institution in an expedited manner, thus enabling the student to enter the workforce sooner to be able to contribute to building a strong knowledge-based economy for Nevada.

**ii. Institutional mission**

This program supports WNC's mission in that it inspires success through intellectual growth and technological excellence.

**iii. Campus strategic plan and/or academic master plan**

This program will promote WNC's first college goal of Student Success which enables students to graduate with a degree or certificate and engage in the college experience.

**iv. Department and college plan**

This program supports WNC's Business Program mission in that it will provide students with the knowledge, skills and abilities necessary for academic success.

**v. Other programs in the institution**

This program will give students interested in pursuing a four year degree in Business an opportunity to obtain a degree that will directly transfer to a four year institution. Upon approval of this degree, WNC would increase the number of direct transfer degrees from 2 to 3. A student would now be able to obtain an AA, AS, and an AB.

**vi. Other related programs in the System**

The only other college in the system that offers an Associate in Business is CSN. TMCC, GBC and CSN all offer AA Degrees in Business.

**F. Evaluation of need for the program**

**i. Intrinsic academic value of program within the discipline**

The main reason for creating this program is to ensure a business student is able to transfer directly into a four year institution with Junior status. Students will know when they enter the program at WNC that, upon completion, they will be admitted to UNR and UNLV with Junior status.

**ii. Evidence of existing or projected local, state, regional, national and/or international need for program**

Recent nationwide data has shown that a degree in Business is one of the most popular degrees sought after by employers. This program will directly feed into this need.

**iii. If this or a similar program already exists within the System, what is the justification for this addition**

WNC currently does not offer a Business transfer degree. Students who indicate they plan to transfer to UNR (or another university) are generally advised to obtain an AA degree and follow the transfer agreements. Many students who obtain the AAS in Business decide to transfer to a four year institution. Having those students obtain a second degree, the AB degree, would be very beneficial to the student.

**iv. Evidence of employment opportunities for graduates (state and national)**

Please refer to F(ii) above.

**v. Student clientele to be served (Explain how the student clientele is identified)**

This degree will specifically target WNC students who wish to transfer into the College of Business of a four year institution and immediately obtain Junior status at that institution.

**G. Detailed curriculum proposal**

**i. Representative course of study by year (options, courses to be used with/without modification; new courses to be developed)**

Please refer to Attachment 1 to this document.

**ii. Program entrance requirements**

None

**iii. Program completion requirements (credit hours, grade point average; subject matter distribution, preprogram requirements)**

60 credit hours

**iv. Accreditation consideration (organization (if any) which accredits program, requirements for accreditation, plan for attaining accreditation - include costs and time frame)**

N/A

**v. Evidence of approval by appropriate committees of the institution**

The Associate in Business was unanimously approved by WNC's Curriculum Committee at their Oct 2, 2015 meeting.

**H. Readiness to begin program**

**i. Faculty strengths (specializations, teaching, research, and creative accomplishments)**

In the Business Department's most recent program review in 2014, it was noted that the Business Program has highly qualified faculty with real life experience who care about their students success and are dedicated to helping their students succeed. Faculty members teach using a variety of teaching modes including technology (e.g. web, IAV and lecture capture) to accommodate a variety of student learning styles and preferences. In addition to advising students and academic and career issues and opportunities, faculty members bring specific know how to the classrooms and are connected to and serve in the community.

**ii. Contribution of new program to department's existing programs (both graduate and undergraduate) and contribution to existing programs throughout the college or university**

Currently, WNC only offers an AAS in Business, which is a terminal degree and is focused on those students who wish to enter the workforce immediately upon graduation. By adding a transfer degree to our curriculum, it will give students two different degree options in the field

of business; one for immediate employment and one for those students who wish to transfer to a four year institution. It will ensure a smooth transfer process for those students wishing to transfer to Nevada institutions.

**iii. Completed prior planning for the development of the program (recent hires, plans for future hires, securing of space, curricular changes, and reallocation of faculty lines)**

No additional faculty members are required to implement this program. All courses listed within the program are currently taught by existing faculty members.

**iv. Recommendations from prior program review and/or accreditation review teams**

Two notable points were brought up during the last program review conducted in 2014. First, the team members of the program review noted that an opportunity existed to develop a transfer friendly degree with an emphasis in Business that would accommodate students who plan to transfer to a four-year university. Secondly, one of the external reviewers made the recommendation that "transferability of classes for a four-year institution needs to be considered with all curriculum development." By implementing an AB at WNC, both of these issues that were brought up in the last program review would be addressed.

**v. Organizational arrangements that must be made within the institution to accommodate the program**

None. Creation of this program would not require any additional organizational arrangements. All of the courses required for the degree are currently being taught. It is simply a matter of identifying those classes that transfer and arranging them in the appropriate degree.

**I. Resource Analysis**

**i. Proposed source of funds (enrollment-generated state funds, reallocation of existing funds, grants, other state funds)**

No additional funds will be required to implement this program. Our current allocation of state funding will cover the cost of the program.

**ii. Each new program approved must be reviewed for adequate full-time equivalent (FTE) to support the program in the fifth year. Indicate if enrollments represent 1) students formally admitted to the program, 2) declared majors in the program, or 3) course enrollments in the program.**

**a. (1) Full-time equivalent (FTE) enrollment in the Fall semester of the first, third, and fifth year.**

**1st Fall semester** (3) - 10 FTE (50 students/5)

**3rd Fall semester** (3) - 15 FTE (75 students/5)

**5th Fall semester** (3) - 20 FTE (100 students/5)

**(2) Explain the methodology/assumptions used in determining projected FTE figures.**

As indicated in F(iii) above, because WNC does not currently offer a business transfer degree, those students wishing to transfer to a four year institution obtain either an A.A. degree or an A.A.S. degree in Business. Over the last 3 years, on the average, approximately 1,000 students were enrolled in either the A.A. or A.A.S Business degree each year. Over that same period of time, approximately 200 of those students actually obtained the degree each year. This means that approximately 20% of the students who

enroll in either degree will obtain the degree. If 5% of the total students enrolled in either the A.A. or A.A.S. in Business will enroll in and complete the new A.B. degree, unduplicated headcount for the first year would amount to 50 students. Headcount for the 3rd and 5th semesters are projected to increase due to word of mouth that the program is being offered at WNC.

**b. (1) Unduplicated headcount in the Fall semester of the first, third, and fifth year.**

**1st Fall semester** 50

**3rd Fall semester** 75

**5th Fall semester** 100

**(2) Explain the methodology/assumptions used in determining projected headcount figures.**

As indicated in F(iii) above, because WNC does not currently offer a business transfer degree, those students wishing to transfer to a four year institution obtain either an A.A. degree or an A.A.S. degree in Business. Over the last 3 years, on the average, approximately 1,000 students were enrolled in either the A.A. or A.A.S Business degree each year. Over that same period of time, approximately 200 of those students actually obtained the degree each year. This means that approximately 20% of the students who enroll in either degree will obtain the degree. If 5% of the total students enrolled in either the A.A. or A.A.S. in Business will enroll in and complete the new A.B. degree, unduplicated headcount for the first year would amount to 50 students. Headcount for the 3<sup>rd</sup> and 5<sup>th</sup> semesters are projected to increase due to word of mouth that the program is being offered at WNC.

**iii. Budget Projections – Complete and attach the Five-Year Budget Projection Table.**

This program will not require any additional costs to WNC. It may, however have the effect of increasing student enrollment in the Business program once the word of the program is disseminated to the college community, thus having a positive effect on WNC's budget.

**J. Facilities and equipment required**

**i. Existing facilities: type of space required, number of assignable square feet, space utilization assumptions, special requirements, modifications, effect on present programs**  
WNC currently has sufficient facilities which will be used to implement this program.

**ii. Additional facilities required: number of assignable square feet, description of space required, special requirements, time sequence assumed for securing required space**  
None

**iii. Existing and additional equipment required**  
None

**K. Student services required – Plans to provide student services, including advisement, to accommodate the program, including its implications for services to the rest of the student body**

The counselors at WNC will be fully involved in student advisement of this program. In addition, the full-time business faculty also take an active role in advising business students

**L. Consultant Reports – If a consultant was hired to assist in the development of the program, please complete subsections A through C. A copy of the consultant’s final report must be on record at the requesting institution.**

**i. Names, qualifications and affiliations of consultant(s) used**

N/A

**ii. Consultant’s summary comments and recommendations**

N/A

**iii. Summary of proposer's response to consultants**

N/A

**M. Articulation Agreements**

**i. Articulation agreements were successfully completed with the following NSHE institutions. (Attach copies of agreements)**

N/A - NSHE Transfer agreements are only for baccalaureate academic majors.

**ii. Articulation agreements have not yet been established with the following NSHE institutions. (Indicate status)**

N/A - NSHE transfer agreements are only for baccalaureate academic majors.

**iii. Articulation agreements are not applicable for the following institutions. (Indicate reasons)**

This is an associate degree, not a baccalaureate.

**N. Summary Statement**

Western Nevada College strongly recommends the opportunity to offer an AB degree. Because of the high demand for the Business program, offering a degree that will directly transfer a student to a four year institution with junior status will be extremely beneficial to the student, thus enabling them to pursue an MBA in an expedited fashion.

Associate of Business Degree – 60 credits

Core Requirements - 27 credits

ACC 201	Financial Accounting	3
ACC 202	Managerial Accounting	3
ECON 102	Principles of Microeconomics	3
ECON 103	Principles of Macroeconomics	3
ECON 261	Principles of Statistics I	3
ECON 262	Principles of Statistics II	3
IS 101	Introduction to Information Systems	3
MATH 176*	Introductory Calculus for Business And Social Sciences	3
MKT 210	Marketing Principles	<u>3</u>
Total		27

General Education Requirements – 33 credits

ENG 101	Composition I	3
ENG 102	Composition II	3
Fine Arts Course		3
Humanities Courses		6
Science Courses		6
U.S./Nevada Constitutions Course		3
General Electives** (Recommend BUS101)		<u>9</u>
Total		33

\*If student does not meet prerequisite for MATH 176 then MATH 126 may be used for degree elective and should be taken in first semester.

\*\*For students transferring to UNR – recommend COM 101 or 113 and two courses from ANTH 101, PSC 231, PSY 101, SOC 101

## Suggested Course Sequence

### First Semester

ENG 101	3
ECON 102	3
MATH 176	3
Fine Arts Course	3
General Elective	3

### Second Semester

ENG 102	3
ECON 103	3
IS 101	3
Science Course	3
US/NV Const Course	3

### Third Semester

ACC 201	3
ECON 261	3
MKT 210	3
Humanities Course	3
Science Course	3

### Fourth Semester

ACC 202	3
ECON 262	3
Humanities Course	3
General Elective	3
General Elective	3



**New Academic Program Proposal  
Five-Year Program Cost Estimate  
(Revised December 2015)**

Institution: WNC Program: Business Semester of Implementation: Fall 2016

**DIRECTIONS:** Complete the Student FTE and following cost estimates for the first, third, and fifth for the proposed new program in Section A. Any "new" costs in year one must be noted by source in Section B.

STUDENT FTE: Year 1: 10 Year 3: 15 Year 5: 20

Section A.	Year 1/Start-up				Year 3		Year 5	
	Existing <sup>1</sup>	New <sup>2</sup>	Total	FTE	Total	FTE	Total	FTE
<b>PERSONNEL</b>								
Faculty ( <i>salaries/benefits</i> ) <sup>3</sup>	295,030	0	295,030	3.0	297,980	3.0	312,879	3.0
Graduate Assistants	0	0	0	0.0	0	0.0	0	0.0
Support Staff	0	0	0	0.0	0	0.0	0	0.0
<b>Personnel Total</b>	\$295,030	\$0	\$295,030	3.0	\$297,980	3.0	\$312,879	3.0
<b>OTHER EXPENSES</b>								
Library Materials ( <i>printed</i> )	0	0	0		0		0	
Library Materials ( <i>electronic</i> )	0	0	0		0		0	
Supplies/Operating Expenses	0	0	0		0		0	
Equipment	0	0	0		0		0	
Other Expenses	0	0	0		0		0	
<b>Other Expenses Total</b>	\$0	\$0	\$0		\$0		\$0	
<b>TOTAL</b>	\$295,030	\$0	\$295,030		\$297,980		\$312,879	

**Section B.**

↓	
Amount	%

**EXPLANATION OF "NEW" SOURCES<sup>2</sup>**

Tuition/Registration Fees	0	
Federal Grants/Contracts	0	
State Grants/Contracts	0	
Private Grants/Contracts	0	
Private Gifts	0	
Other ( <i>please specify</i> )	0	
<b>TOTAL</b>	\$0	0.0%

<sup>1</sup>Resources allocated from existing programs to the proposed program in Year 1 should be noted in the "Existing" column.

<sup>2</sup>Any "New" resource utilized to fund a new program must include the source to be provided in the "Explanation of New Sources" section. Total "New" sources for the first year must equal the total under "Explanation of New Sources."

<sup>3</sup>Budget estimates for faculty salaries and benefits must include estimated merit and COLA increases in Year 3 and Year 5.

**EXPLANATION** (*Please provide any additional information pertinent to the budget projection, including for example, explain for any new funding sources that are not guaranteed receipt by the institutions how the program will make-up for the potential loss in expected new funding.*):

Three existing Business faculty will continue to provide instruction for this program. WNC currently offers an AAS, but no program designed for transfer in Business. No new students are anticipated. This proposal repackages existing Business and general education courses at WNC to provide a cleaner path for students who wish to transfer to a senior institution for a four-year degree in Business.