REQUEST AND RECOMMENDATION

OHIO UNIVERSITY
Bachelor of Science in Applied Management (BSAM)

Request:

Ohio University requests approval to offer the Bachelor of Science in Applied Management (BSAM) through the Chillicothe campus, the Eastern campus, the Lancaster Campus and Pickerington Center, the Southern Campus and the Proctorville Center, and the Zanesville campus.

Regional Higher Education (RHE) at Ohio University will be the college home of the program and have oversight of its delivery. RHE comprises five regional campuses, four academic centers, and university outreach efforts. The program will be housed at the Southern Campus under the leadership of a program coordinator, with the support of the Southern Campus Dean. Academic oversight will be the responsibility of the Southern Campus Curriculum Committee, the Regional Higher Education Curriculum Committee, and the University Curriculum Council. The Program Coordinator will serve as a liaison to the College of Business, an integral partner in the program.

Background:

Ohio University is a public institution located in Athens, in Southeastern Ohio. The Higher Learning Commission (HLC) of the North Central Association (NCA) accredits Ohio University until its next review in 2016. Ohio University has an enrollment of more than 32,000 students in degree programs at all levels, associate to doctoral degree. Students may pursue Ohio University's academic programs on the main campus, at regional campuses serving various local communities and other off-campus locations, and through distance education programs. Ohio University maintains partnerships with two-year institutions throughout the state in order to provide degree completion opportunities for two-year technical program graduates. The Bachelor of Science in Applied Management (BSAM) is designed to be a degree-completion opportunity.

The BSAM is designed to be delivered at numerous locations and will deploy faculty expertise available at each campus and through online delivery of courses. The proposed BSAM program will provide an efficient means by which students holding two-year degrees or the equivalent may complete a bachelor's degree in two additional years of full-time study. The program, developed in cooperation with Ohio University's College of Business, provides a baccalaureate degree appropriate for entry into management positions or into an MBA program.

Curriculum and Enrollment:

BSAM applicants must have the equivalent of an associate degree (90 quarter or 60 semester hours) to be admitted to the program. Students can transfer additional hours to be applied to the major, general education and/or elective credit as appropriate. Students must complete at least 48 quarter-hours of resident credit through Ohio University. The program is designed to take full advantage of the student's completed transfer credit.

The program is focused on the knowledge and skills necessary for entry-level positions in management or for entrance to an MBA program. For the student with an associate degree, the program integrates the general and technical skills with the professional skills and knowledge inculcated in a bachelor's or management degree program. The core of the BSAM program focuses specifically on 1) business applications of descriptive and inferential statistics; 2) ethical and cultural issues in employee and consumer management systems; and 3) project management and improvement processes to achieve higher quality and lower costs. Students have the opportunity to synthesize and implement the knowledge and skills of the program through internship opportunities and a capstone course.

Ohio University anticipates 50 new students for the program each year.

Faculty and Resources:

Current faculty members are sufficient to meet the needs of the program during its start-up phase (11 full-time and 15 part-time). The University anticipates hiring two faculty members (full or part-time tenure track faculty) in the first year of the program and four faculty members in year two of the program. No additional resources will be required for the program.

Recommendation:

This program meets the Chancellor's standards for baccalaureate degrees and approval is recommended.

End of Comment Period: January 18, 2011

No Comments Received, Recommend Approval

APPROVED

2/1/11

Eric D. Fingerhut, Chancellor **Date**

MIC