

The following motion was passed at Faculty Senate meeting #220 on March 5, 2019.

MOTION:

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

Effective: Fall 2019 upon all approvals

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

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

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 equip students to a general management degree that can be used across non

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

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

From the IIAE business advisory councils, there was widespread enthusiasm for the proposed

P.A.M. degree as part of the SOM five year strategic planning process. In addition, the Alaska

<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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BA F490 OR Services Marketing 3

BA F360 Operations Management

ECON F227 Introductory Statistics for Economics and Business 3
OR

STAT F200X Elementary Statistics

HSEM F416 Cybersecurity Management 3

HSEM F445 Business Continuity and Crisis Management 3

BAM F462 Project Management 3

Electives

Complete free electives as needed to meet 120 credits.

Earn 39 credit hours at the 300 or 400 level

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	Ph.D. Accounting

Nicole Cundiff	Faculty	Program Director-Business Administration Chair Assurance of Learning and Impact Committee Teaches courses in School of Management	Ph.D. Applied Psychology
		Publishes original research	

Enrollment Information

Projected Enrollment: New Majors annually

•Year 1: 20

Year 2: 12

•Year 3: 50

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

As the program grows resources will be supported from tuition