Program Proposal: Business Essentials short term certificate

Table of Contents

Introduction:

Faculty Proposers: this form is designed to be completed and reviewed in two phases; the deadlines for submitting the required portions of the form are detailed below. The questions in section are based off COCC and CCWD's program approval standards. More information about how to meet those standards can be found in the appendix, which was emailed to you with this proposal form. It can also be found here. The Assessment and Curriculum Office is available to assist proposers at all stages of the process.

Phase 1: April 15th, 2024

Phase 2: September 20th, 2024

Each version of the form should be emailed to the Director of Curriculum (nrecktenwald@cocc.edu), who will manage the review and approval process for both phases. Each required section must be completed by the corresponding deadline for the program to be reviewed. Incomplete/late forms will not be reviewed for inclusion in next year's Catalog.

Section 1: Program Concept – Due April 15th

College Planning:

1. Please list your area Dean and the date(s) that you spoke with them about this new program concept. Approximate dates are fine.

   Helen Wiersma-Koch, Fall 2024

2. Please list the Chair this program director would report to and the date(s) that you spoke with them about this new program concept. Approximate dates are fine.

   Vaughan Briggs/James Cagney, Fall 2024

3. Are there any other Chairs or program directors that need to be consulted about this new program (i.e., will this program involve courses from other areas/disciplines)? Have they been notified about the courses that you're planning to include in the program? NO

Accreditation

Is there an independent accreditation association that aligns with the program? If yes, answer the following:

1. What is the name of the accrediting body or bodies? None
2. Will this program seek accreditation? If yes, what is the cost (budget and time) to seek accreditation? NA

Catalog Description (First Draft)

Provide a catalog description for each award proposed. New program proposals require a catalog description that explains the award's purpose and transfer or employment goals; the description should address the implicit student question, "why should I enroll in this program?". Descriptions have a 1500 character maximum and are limited to one or two paragraphs. They should help students differentiate between similar programs (if applicable) and should not be identical for multiple programs in a discipline. Do not include information about admissions, program requirements, prerequisites, or format.

> *Business Essentials short term certificate prepares students for entry-level employment in business occupations, focusing on personal finance, communications, marketing, and customer service. This short-term certificate also prepares students to seamlessly continue their coursework further, to earn the Business Administration Associate Degree of Applied Science.*

Evidence of Need

Submit an Occupational Profile Report as a PDF from Oregon's Employment Department website, qualityinfo.org for the relevant career entry point for your program (See "Standard A" in the Appendix for more information).

Be sure that the Occupational Profile report matches the job entry point for program graduates. The Director of Assessment and Curriculum can assist with generating the correct report, and may recommend a different profile be submitted to CCWD if there are concerns with what's submitted with this proposal.

College Mission

Describe specifically how this proposal aligns with the College's mission.

> *This certificate provides high-quality business education, and is very accessible to the community as, in addition to offering all classes at COCC in multiple delivery methods and campus locations, most of the proposed classes are or will be articulated with regional post-secondary institutions.*

Strategic

How does this program fit into important educational and/or workforce needs of the College, of the Central Oregon region, and of Oregon as a whole? Identify specific alignments between your proposed program and these needs. Potential sources of evidence to meet this approval standard (not an exhaustive list):

- *COCC Strategic Plan*
  - *Access: significant secondary articulation options, pathway to AAS*
  - *Community Engagement: secondary involvement*
  - *College Sustainability: Pathway from secondary to post-secondary degree*
- *State priorities (HECC/CCWD)*
- *Workforce initiatives*

- o *Prepares students for the workforce – applicable to a variety of industries*
- *Long-term grants and funding initiatives*
- *National workforce or educational initiatives*
- *Articulation agreements with local high schools, colleges, and/or universities.*
  - o *Half of the required courses are articulated with local high schools*

Program Courses (first draft)

Related Instruction Courses (Not required for programs of less than 36 credits):

BA 178, Customer Service, 3 CR, no prerequisites

BA 214, Business Communications, 3 CR, no prerequisites

Core Courses (including prerequisites):

BA 101, Introduction to Business, 4 CR, no prerequisites

BA 178, Customer Service, 3 CR, no prerequisites

BA 214, Business Communications, 3 CR, no prerequisites

BA 218, Personal Finance, 4 CR, no prerequisites

BA 223, Marketing Principles I, 4 CR, no prerequisites

BA 233, Internet Marketing, 4 CR, prerequisite: BA 223, Marketing Principles

Electives: *NA*

Total credits to complete program: *22 credits*

Section 2: Formal Program Proposal – Due September 20th

Advisory Board Collaboration

Please provide the names of your advisory board members, as well as the organizations they represent: NA

Submit a signed advisory board letter of support to the Director of Assessment and Curriculum with this form. This should be a short letter of support with all advisory board members as signatories and should include the organization they represent. *This is forthcoming as Business Adminstration rebuilds its advisory board.*

Catalog Description (Final Draft)

Business Essentials short term certificate prepares students for entry-level employment in business occupations, focusing on personal finance, communications, marketing, and customer service. This short-term certificate also prepares students to seamlessly continue their coursework further, to earn the Business Administration Associate Degree of Applied Science.

Program Learning Outcomes

For each award proposed, provide a maximum of eight program learning outcomes in a numbered list. Please see tips on [this intranet page](). The Director of Assessment and Curriculum is available to assist with the development of observable learning outcomes (and keep in mind that all CTE programs are required to assess student learning in the context of their approved program-level outcomes).

1. *Demonstrate effective oral and written communication skills, individually and in groups*
2. *Demonstrate respect for diverse perspectives and experiences and be prepared to apply them in the workplace.*
3. *Interpret data in order to make informed financial decisions*
4. *Develop a marketing plan and strategies behind product/service positioning, pricing, distribution, and promotion.*

Program Courses (Final Draft)

Related Instruction Courses (Not required for programs of less than 36 credits):

> *BA 178, Customer Service, 3 CR, no prerequisites*

> *BA 214, Business Communications, 3 CR, no prerequisites*

Core Courses (including prerequisites):

> *BA 101, Introduction to Business, 4 CR, no prerequisites*

> *BA 178, Customer Service, 3 CR, no prerequisites*

> *BA 214, Business Communications, 3 CR, no prerequisites*

> *BA 218, Personal Finance, 4 CR, no prerequisites*

> *BA 223, Marketing Principles I, 4 CR, no prerequisites*

> *BA 233, Internet Marketing, 4 CR, prerequisite: BA 223, Marketing Principles*

Electives: None; **Total credits** to complete program: **22**

List any new courses that will need approval to bring the program online: None

Sample Plan

More details about Sample Plan requirements and best practices can be found here. The sample plan should:

- Include all required courses (or requirements if there is a choice of courses) in the program.
- Be organized by Term (Year 1 Fall, Year 1 Winter, etc.)
- Total credits should match the range listed in the Program Courses section above.
- Sequence courses using prerequisites and recommended preparation.
- Target a full-time student who enters at the desired skill level, and needs no developmental courses (minimum of 12 credits / maximum of 19 credits per term)
- Reflect the schedule of offerings such that courses are offered in the terms they are planned

Year 1 Fall

BA 101, Introduction to Business, 4 CR, no prerequisites

BA 178, Customer Service, 3 CR, no prerequisites

Year 1 Winter

BA 214, Business Communications, 3 CR, no prerequisites

BA 218, Personal Finance, 4 CR, no prerequisites

Year 1 Spring

BA 223, Marketing Principles I, 4 CR, no prerequisites

BA 233, Internet Marketing, 4 CR, prerequisite: BA 223, Marketing Principles

Capacity

Program Director and email: Wayne Yeatman, wyeatman@cocc.edu

Identify any one-time faculty load impacts and ongoing load impacts: *could increase enrollment for the courses in the certificate program*

Is current faculty staffing adequate to meet (a) the likely enrollment needs of the program and (b) the content knowledge requirements to teach the curriculum? *yes*

If no, please explain the personnel needs:

Budget

Note: If you are requesting a new separate budget, it will not be available in the subsequent Fall after program approval. New budgets need to be requested

Will this program require a new budget or will it remain as part of an existing budget? *It will remain as part of the Business department budget*

Expenses

Use the table below to identify current resources to be directed to the program and new resources needed. Ongoing expenses should be included in each year to display cumulative expenses. For guidance, contact the chair and/or dean.

Have you reviewed this budget with your area Dean? Please indicate date of review:

There are no budget impacts

EXPENSE	First Year *Reallocation*	First Year *New*	Second Year *Reallocation*	Second Year *New*	Third Year *Reallocation*	Third Year *New*
Personnel	0	0	0	0	0	0
Equipment	0	0	0	0	0	0
Hardware	0	0	0	0	0	0
Software	0	0	0	0	0	0
Materials	0	0	0	0	0	0
Curriculum	0	0	0	0	0	0
Other capital	0	0	0	0	0	0
Accreditation	0	0	0	0	0	0
Other	0	0	0	0	0	0
Total	0	0	0	0	0	0

Revenue

Identify new course/program fees. Identify other dedicated external resources (grants, outside funding). NA

Student Aid

Identify special aid, scholarships, or other student resources. Email Financial Aid if you need assistance filling out this portion of the form. NA

Effective Year and Term

Practice is that new programs are effective the fall following approval. If a different year and term are desired, identify those here and provide a rationale. NA

Enrollment Options

☒ Rolling entry (students can begin any term)
☐ Rolling entry (students can begin any term except summer)
☐ Cohort program (a group of students have the same schedule throughout program)
☒ Part-time and full-time attendance options available
☐ Full time attendance in cohort or core courses required
☐ Program begins every fall term
☐ Program begins every other year in fall term
☐ Program begins in fall (daytime courses) and spring (evening courses)
☐ Program orientation course required in first term
☐ Courses must be sequenced carefully; work closely with an advisor

Program Entrance

☐ Selective admission
☐ Enforced prerequisites for first term
☒ Recommended preparation for first term
☐ No formal entrance requirement; course prerequisites in program
☐ No entrance requirement

Internal Impacts

Identify impacts to the following areas, with special attention to how your new program may require outreach to the areas of campus listed below.

Admissions and Records: courses may be articulated from secondary schools

Advising: courses may be articulated from secondary schools

Bookstore: none

Campus Services: none

College Now: courses may be articulated from secondary schools

College Relations: none

Financial Aid: none

Information Technology Services: none

Library: none

Policy: none

Risk Management: none

Tutoring and Testing: none

External Impacts

Are adequate internship, work-based learning experience and/or Cooperative Work Experience sites available? Please list current or potential sites (or write "none" if not applicable): none