

Proposed Title: Bachelor of Applied Science

Proposed Effective Date: Fall, 2017

I. Justification

The Bachelor of Applied Science [B.A.S.] degree provides students who have earned an Associate of Applied Science degree [A.A.S.] in any discipline a seamless transition to the online B.A.S. degree. The transition allows students to maintain employment in their field while pursuing the baccalaureate degree. This stackable education sequence enhances an individual's academic qualifications and increases potential career upward mobility. The degree design maximizes earned hours; a student with an A.A.S. degree must complete 66 hours to earn the B.A.S. degree (26 hours General Education / 40 hours Degree Requirements). To maximize credentialing opportunities, a student in the B.A.S. program may earn the Certificate in Professional Leadership by completing the first 15 hours of the program. This degree supports the institution's Strategic Plan Goal 2.6.

II. Preliminary Needs Assessment

In a fall 2016 survey of Arkansas industrial, manufacturing, and technical companies (n=32), employers identified over 40 individual positions which would benefit from having access to a bachelor degree or currently require a bachelor degree. A survey of currently enrolled Arkansas Tech University (Ozark Campus) students (n=140) 83.7% of students indicated they would be interested in pursuing a Bachelor of Applied Science degree online if it provided a seamless transition from the Associate of Applied Science degree.

III. Curriculum

General Education (35 hours)

1. Assumes 9 hours of General Education in the A.A.S. degree.
 - 6 hours of English Composition
 - PSY 2003 (Social Science)
2. The student needs an additional 26 hours of General Education.
3. Requires PSY 2003 as a pre-requisite to PSY 3093 Industrial Psychology.

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Technical / Applied Career Field (45 hours)

1. 45 of 48 technical field or applied program hours accepted.
2. Include seamless transfer of ATU-Ozark PLA credit.

BACHELOR OF APPLIED SCIENCE PROFESSIONAL CORE (40 hours)

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| Professional Communication | PS 3023 |
| Management | BUAD 3123 |
| Group Communication | COMM 3073 |
| Industrial Psychology | PSY 3093 |
| Applied Principles of Personnel Management | PS 3133 |
| Professional Leadership | PS 4443 |
| Workplace Supervision | PS 4543 |
| Occupational Globalization and Diversity or Organizational Change | PS 4643 PS 4743 |
| Quality Control and Continuous Improvement* | PS 4253 |
| Project Management* | PS 4353 |
| Problem Solving and Root Cause Analysis* | PS 4453 |
| Workplace Health and Safety* | PS 4553 |
| Production Planning and Scheduling* | PS 4653 |
| Career Planning and Personnel Development* | PS 4751 |

*Indicates proposed courses requiring development and curricular approval.

TOTAL HOURS: 120

MAJOR HOURS: 40

UPPER DIVISION HOURS: 40

IV. Cost

The B.A.S. requires the development and instruction of six upper-division courses, requiring the addition of tenure-track Assistant Professor of Professional Studies. The Department of Professional Studies will absorb any initial advising load increase without additional recourses.

- Tenure-Track Assistant Professor: \$73,279 (\$56,332 salary plus \$16,947 benefits).
- Office and technology setup: \$ 4,000
- Increase Supplies and Services by 10%: \$1,510
- Increase Faculty Development by 20%: \$1,000

V. Enrollment and Marketing

The conservative estimate first-year enrollment is 30 students (21% of those expressing interest) averaging 12 hours per academic year, generating revenue of \$99,630 (current tuition and fees). As with Professional Studies students, this population has a minimal, if any, tuition discount rate. Start-up marketing will target employers with identified tuition reimbursement and a relationship with the Ozark campus, combined with strategic 2+2 alliances with institutions in the state of Arkansas.