

## **Bus/CIT 2008-09 Initiative: Online Development: Accounting, Retail Management, ASOT**

### **Summary:**

To develop five additional existing Business courses online to expand course/program options.

### **Description:**

#### **BA206: Management Fundamentals**

70 hours of curriculum development to develop this existing class in an online format.  
*Required for:*

- Accounting AAS
- Retail Management AAS
- Retail Management One-Year Certificate
- ASOT-Business elective

#### **BA215: Accounting: Language of Business Decisions**

70 hours of curriculum development to develop this existing class in an online format.  
*Required for:*

- ASOT-Business elective
- Service course

#### **BA217: Budgeting for Managers**

70 hours of curriculum development to develop this existing class in an online format.  
*Required for:*

- Retail Management AAS
- ASOT-Business elective

#### **BT217: MS Excel for Business - Expert**

70 hours of curriculum development to develop this existing class in an online format.  
*Required for:*

- Office Software Specialist Career Pathway Certificate
- Bookkeeper Career Pathway Certificate
- Accounting AAS

## **BT263: Applied Financial Accounting**

70 hours of curriculum development to develop this existing class in an online format.

*Required for:*

- Bookkeeper Career Pathway Certificate
  - Accounting AAS
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### **Strategic Direction**

- Achieve and sustain fiscal stability.
- Build organizational capacity and systems to support student success and effective operations.
- Foster the personal, professional, and intellectual growth of learners by providing exemplary and innovative teaching and learning experiences and student support services.
- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.

### **Learning Plan Goals**

- Create innovative, flexible and collaborative programs that are responsive to current and emerging needs of students and employers.
- Curriculum enhancement.
- Enhance student transitions at all levels.

### **Student Affairs Plan Goals**

- Create innovative, flexible, and collaborative programs that are responsive to the needs of students and employers and facilitate a smooth transition from college to the workplace.
- Develop policies and practices to increase student persistence.
- Strengthen relationships with high schools, transfer institutions, community partners, and employers to enhance the student's preparation for and success in college, career, civic engagement, and community involvement.

### **College Council Priorities**

- 1.b. Enrollment Management: Recruitment and Retention
  - 3. Efficiencies
  - 5.2 Instructional Redesign: Leveraging Technology
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## Questions and Answers

*How is the initiative linked to the Unit Plans most recently submitted?*

1. *How does it continue the achievement of those goals?*
2. *If this is a continuation of an initiative started last year, make sure that relationship is clear.*

*How is this initiative linked to the efficiencies and productivities plans you had last year?*

1. *How does it continue the achievement of these plans?*
2. *If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.*

This is a continuation of the Business Department goal of providing improved and expanded delivery modes as stated in section 3.c. of the 2005-2006 unit plan. Additionally, this initiative links to the 2006-2007 initiative #3 to develop courses/certificates online by increasing the percentage of programs available entirely online.

As with the 2006-2007 initiative #3 - the courses are all already being offered (with two exceptions). Making them available online significantly expands their audience with minimal investment. All Business programs will more readily serve the local business community, provide more choices for existing students, and draw a population of students who would otherwise not be looking at Lane as a service provider if they were available online. The courses in these certificate programs will also serve as electives in the AAOT and the ASOT: Business degrees.

This initiative also continues to increase our ability to offer courses outside of the limited supply of campus locations available during peak demand hours and will allow students who are employed or unable to come to campus to obtain or finish their degrees online.

*Describe the resources needed:*

### Curriculum Development

- 350 hours of curriculum development to develop 5 existing classes (BA206, BA215, BA217, BT217, and BT263) online

**Funding:** Curriculum Development

*What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.*

The Business Dept has very successfully pursued a strategy of development online in part to address capacity issues and be able to realize enrollment growth by addressing scheduling concerns.

This initiative will result in:

- Increased enrollment of an estimated 12 to 15 FTE initially, with additional gains predicted in subsequent years with the continued development and maturing of online instruction.
- Increase percentage of Business degrees and certificates available entirely online to 80%. (Business courses only - some required courses in other departments are still not available online.)
- Increase efficiencies by not having to operate within room capacity limits.
- Decrease demand on limited space resources by 8 sections per year.

This is a critical curriculum update for program development vis-a-vis both high schools and four-year institutions, because of the role that online instruction plays in reaching these populations.

The data needed to track this growth are directly available in current instructional enrollment reports.

*Department Priority:*

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*Unit Resources:*

Approx \$15,000 of dept funds were used this year specifically to:

- provide faculty with the necessary computer resources
- purchase software required for developing online materials
- create related tutoring support

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## **Carl Perkins Funding Request**

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### **Curriculum Development Funding Request**

*1. List the following information*

- *Course Numbers (titles if not currently offered)*
- *Instructor Name(s) who will work on the curriculum development*

- *Whether each of the courses is in, or has been through, the curriculum approval process*

**BA206** Management Fundamentals

Kaaren O'Rourke

Current offering

**BA215** Accounting: Language of Business Decisions

Chris Culver

Current offering

**BA217** Budgeting for Managers

Annie Paschall

Current offering

**BT217** MS Excel for Business - Expert

Annie Paschall

Current offering

**BT263** Applied Financial Accounting

Annie Paschall

Current offering

*2. List each course number (or title) and the materials to be created for each class*

- *Instructional goals, objectives, syllabi and outlines*
- *Lab instruction packets*
- *Practice, quiz, presentation &/or demonstration materials*
- *Other (specify)*

BA206

BA215

BA217

BT217

BT263

The entire course content and instruction is to be made available online.

*3. List each course number (or title) and give your timeline for beginning and completing each course curriculum development.*

**BA206**

Begin 7/08 and end 9/08

**BA215**

Begin 7/08 and end 9/08

**BA217**

Begin 7/08 and end 9/08

**BT217**

Begin 1/09 and end 3/09

**BT263**

Begin 4/09 and end 6/09

*4. What are up to 3 departmental instructional goals that are met through the development of curriculum in each class?*

**BA206** Management Fundamentals

**BA215** Accounting: Language of Business Decisions

**BA217** Budgeting for Managers

**BT217** MS Excel for Business - Expert

**BT263** Applied Financial Accounting

Offering these courses online meets the instructional goals of full online delivery of instruction, of improving success and completion rates, and of managing scheduling and room capacity challenges.

*5. List each course number (or title) and give the value of the development of curriculum in each course to other faculty members.*

BA206

BA215

BA217

BT217

BT263

The development of online materials gives value to other faculty members in two ways in general: specific course materials become available for use in new ways to support other classes, and the overall development of online capacity helps support other faculty efforts by developing students participation, expectations and maturity in getting their education online.

*6. List each course number (or title) and say how many students will be served by the development of curriculum in each class.*

For the 2008-2009 academic year these courses will serve approximately the following number of students:

BA206 - 35  
BA215 - 140  
BA217 - 35  
BT217 - 48  
BT263 - 24

for a total of 282.

*7. List each course number (or title) and give the specific benefits to students that you expect from the development of curriculum in each class.*

BA206  
BA215  
BA217  
BT217  
BT263

Business programs, particularly the Career Pathway Certificates, are designed to provide students with specific skill sets (within 9 months or less) that will make them employable in a variety of positions within many industries. Students who have geographic or other barriers to attending courses in person will be able to take classes online and receive a certificate/degree upon completion.

*8. List each course number (or title) and give the specific benefits for diversity that you expect from the development of curriculum in each class.*

BA206  
BA215  
BA217  
BT217  
BT263

The online modes of instruction are the most flexible, and well suited to meeting the needs of a diverse population. In addition, all business courses promote respect for diversity by using examples that portray women and men from diverse cultural and ethnic backgrounds in a wide range of roles, including using examples of people in non-stereotypical business settings.

*9. List each course number (or title) and give the specific benefits to sustainability that you expect from the development of curriculum in each class.*

BA206  
BA215  
BA217  
BT217  
BT263

Online instruction is required for sustaining program enrollment growth because it uniquely addresses the scheduling and learning needs of working students and of professionals seeking professional development. This reality is reflected in current enrollment patterns and FTE growth.

The other major challenge to sustainability is the work required to create and maintain quality curriculum - this is best supported online.

*10. List each course number (or title) and give the specific effects on distributed learning that you expect from the development of curriculum in each class.*

BA206  
BA215  
BA217  
BT217  
BT263

The initiative targets distributed learning as its primary outcome, so the benefits are immediate.

*Hours requested for Curriculum Development funding:*

*Please enter the amount of one of the following:*

- *100 hours maximum for new development.*
- *70 hours maximum for course revision*
- *50 hours for 3-4 credit conversion*
- *other (use if multiple courses addressed in one initiative*

***Do not enter any characters other than numbers and a decimal.***

*How many hours are you requesting? If there are multiple courses addressed in the initiative, please list each course number (or title) and give the number of hours requested for each course.*

350

*Can this initiative be partially funded?*

Yes

*Partially funded curriculum development HOURS requested:*

140

*Explanation of effect of partial funding:*



The amount of funding received will impact the number of courses (thus programs) that could be developed online.

In priority order (requesting 70 hours each):

1. BA215 (Service class with highest expectation of FTE increase)
  2. BT217 (Needed for two certificates and the Accounting AAS)
  3. BT263 (Needed for one certificate and the Accounting AAS)
  4. BA206 (Needed for one certificate and the Accounting and Retail Management AAS, and ASOT-Business)
  5. BA217 (Needed for the Retail Management AAS and ASOT-Business)
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### **Technology Fee Funding Request**