BACHELOR OF APPLIED SCIENCE DEGREE in APPLIED MANAGEMENT

LETTER OF INTENT

BIG BEND COMMUNITY COLLEGE

Program Information

Institution
Name: **Big Bend Community College**

Degree Name: **Bachelor of Applied Science in Applied Management**   CIP Code: 52.0201

Name(s) of existing technical associate degree(s) that will serve as the foundation for this program:

Degree:		CIP Code:		Year Began:	
Degree:	Accounting Technician	CIP Code:	52.0302	Year Began:	**2000**
Degree:	Agriculture Technology & Management	CIP Code:	01.0301	Year Began:	**2014**
Degree:	Aviation Maintenance Technology	CIP Code:	47.0687	Year Began:	**1965**
Degree:	Business Information Management-Administrative Professional Services	CIP Code:	52.0204	Year Began:	**2010**
Degree:	Business Information Management-Medical Office & Billing Support Services	CIP Code:	51.0705	Year Began:	**2010**
Degree:	Commercial Pilot	CIP Code:	49.0102	Year Began:	**1965**
Degree:	Systems Administration	CIP Code:	11.0901	Year Began:	**2012**
Degree:	Criminal Justice	CIP Code:	43.0107	Year Began:	**2016**
Degree:	Early Childhood Education	CIP Code:	13.1210	Year Began:	**2004**
Degree:	Industrial Electrical Technology	CIP Code:	46.0302	Year Began:	**1997**
Degree:	Manufacturing and Processing Support Technician	CIP Code:	15.0000	Year Began:	**2017**
Degree:	Mechanical Maintenance Technology	CIP Code:	47.0396	Year Began:	**1997**
Degree:	Welding Technology	CIP Code:	48.0508	Year Began:	**2000**

Proposed Start Implementation Date (i.e. Fall 2014): **Fall 2021**

Projected Enrollment (FTE) in Year One: 20   at Full Enrollment by Year 2023: **45**

Funding Source: State FTE: ☒   Self-Support: ☐   Other: ☐

Mode of Delivery

Single Campus Delivery:	Big Bend Community College, 7662 Chanute Street NE, Moses Lake, WA 98837
Off-site:	Courses could be offered at learning centers Othello and/or Quincy
Distance Learning:	Classes will be hybrid and use Zoom or similar technology if offered at remote locations

Contact Information (Academic Department Representative)

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Bryce Humpherys   5/24/19
Chief Academic Officer   Date

Program Description

Big Bend Community College (BBCC) is proposing to offer a Bachelor of Applied Science (BAS) Degree in Applied Management. BBCC is a regionally and nationally accredited college with an accomplished and committed faculty and staff who serve nearly 4,000 students annually. BBCC offers transfer degrees, professional-technical training programs, basic education for adults, as well as customized job skills and community education classes.

The proposed BAS in applied management will build upon all of BBCC's current Associate of Applied Science (AAS) degrees, especially its degrees in Business, Aviation, Computer Science, and Trade/Industry occupations. Significantly, the program will provide customized upper-level courses geared toward the needs of students from a variety of professional-technical programs as well as regional employers. The program will be designed to address management skills sought by employers in the primary sectors of the local economy. Employers have expressed concerns about the difficulty of finding and keeping qualified applicants, especially ones who already live in the community. A bachelor's degree offered by BBCC would help produce a more highly skilled local workforce. Ninety-three percent (93%) of employers indicated via a survey that it was very or somewhat likely that a bachelor's degree program offered at BBCC would help them find qualified applicants for supervisory and managerial positions.

The BAS Degree in Applied Management will meet higher education needs of place-bound and under-represented individuals within the BBCC service district. The *Chronicle of Higher Education* identified the region served by BBCC as an "educational desert" because of low levels of educational attainment and limited or no access to bachelor's degree education (Myers, 2018)[1]. There are no Baccalaureate granting institutions within 60 miles of BBCC or within its service district. Hispanic and other historically under-represented students are over represented among first-generation students at BBCC and do not transfer at the same rate as Asian and white students. According to the latest BBCC data, only 26% of first-time, full-time students from historically under-represented groups (HUGs) transferred within 150% of normal time to completion. In contrast, 44% of BBCC Asian and White students transferred within the same time period.

BBCC will use administer and deliver the program in ways that benefit working adults. Most courses will be hybrid with face-to-face class times in the evening. The courses will utilize a flipped model of instruction. The program will also explore opportunities for offering the degree at off-site locations, granting credit for prior learning, and giving students the ability to accelerate through courses upon demonstrating mastery of learning outcomes.

Draft outcomes

Based on input from regional employers, BBCC has developed the following draft program outcomes for the BAS degree in applied management:

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[1] Myers, B. (2018). Who lives in educational deserts? More people than you think. *Chronicle on Higher Education.* Retrieved from https://www.chronicle.com/interactives/education-deserts

- **Communication.** Communicate effectively with internal and external stakeholders using an appropriate channel for the situation.
- **Equity & Diversity.** Apply and analyze multicultural strategies to facilitate respectful and equitable inclusion of diverse individuals and perspectives to achieve organizational goals.
- **Operations Management.** Identify the significance of and key decisions in the operations management function, and quality management/quality control methods.
- **Project Management.** Develop comprehensive project plans, monitor the plans, identify areas of risk and deal with problems through appropriate use of project management techniques.
- **Leading**. Demonstrate effective leadership, critical thinking, teamwork, and technical and information literacy competencies needed to make business-critical decisions to resolve interpersonal and organizational challenges that most often occur in the modern workplace.
- **Ethics**. Demonstrate integrity through ethical behavior and socially responsible decision making.
- **Human Resources**. Apply organizational behavior principles and human resources management practices to effectively develop, hire, and retain a skilled workforce.