AUTHORIZATION TO PLAN AN ACADEMIC PROGRAM
A.S. in Business
Kaua’i Community College

1. Vice Chancellor for Academic Affairs James Dire was consulted by the Chair of the Planning Committee

2. **Campus, College, and Division requesting the ATP:** Kaua’i Community College (KCC), Business Education Division

3. **Chair/Convener of Planning Committee and members:** Candace M. Tabuchi, Assistant Professor
   Planning Committee members:
   - Bonnie Honma, Professor, BED Counselor
   - Ann Kennedy, Business Instructor
   - Tim Stuck, Business Instructor

4. **Proposed Program:**
   - Program Category: **X** New   ___ Modified   ___ Interdisciplinary
   - Degree Proposed: Associate of Science in Business

5. **Description of Need for the Program:**
   The Associate of Science in Business degree will prepare students for entry-level positions in business, industry, and non-profit organizations. It is designed for students who seek to gain a solid foundation of the basic business concepts and skills necessary to contribute and create solutions in today’s business environment. Upon successful completion of this program, students will acquire the knowledge and skills to apply management, marketing, and accounting concepts to improve operational performance in a business setting. This degree can help an individual jump-start a career in business or prepare them for transfer to a four-year institution.

   Objectives of this program:
   - To provide students with an integrated understanding of business and economic concepts and how these concepts relate to business and social systems; the recognition of ethical responsibilities and accountability; the development of planning, decision-making, and other management functions; the capacity to implement and adapt to change; and the development of analytical thinking and leadership style.

   Students enrolled at KCC have continually expressed in interest in a Business degree that is transferable to a baccalaureate program. Additionally, economic indicators support entrepreneurship and business-related programs that will enhance economic development in our state.

   **1) Program Learning Outcomes:**
   1. Develop critical thinking and interpersonal skills applicable to real-world problems
   2. Utilize creativity and logical strategies and techniques to solve complex business issues
   3. Implement and apply current technical solutions to business activities, systems, and processes
   4. Apply foundational management principles to the functions of planning, organizing, coordinating, and decision making to business operations
   5. Demonstrate fundamental knowledge of business and technical skills to support lifelong professional development
2) Justification

A student with an Associate’s degree in Business will have the opportunity to seek employment in various sectors of the economy, such as financial, insurance, retail, executive assistant, human resources, business operations, and banking. Additionally, since sustainability and entrepreneurship are key initiatives in career development, this program will increase the ability of students to integrate into existing business environments or to create self-sustaining employment opportunities.

Internal:
UH goal #2 and KCC campus goal #3 focuses on the workforce development and increased job placement and/or performance through a revised or new curriculum and better coordination with business and industry. This program is aligned with that goal, especially with the internship. This program is aligned with the UH and KCC goal #4 to enrich the student experience and with the UH and KCC goal #5 to promote sustainability in our state’s economy.

External:
The curriculum will address several pathways. For one, it is a viable bridge to a four-year degree. Secondly, the program allows students currently employed to upgrade their skill sets to a supervisory or management position within their organization.

3) Impact on campus, island and/or the state’s economic development:

This program will have a positive impact on the campus. In spring 2012, an undergraduate headcount by Major indicated that approximately 36% (432 students) of Kaua‘i Community College students were enrolled in Career and Technical Education. Of the 432 in CTE Programs, 40.7% are in Business Education. This indicates an interest in the business environment, and therefore, it is anticipated that a Business program would be successful. Furthermore, there is an opportunity to matriculate students to the UH system’s four-year campuses: UH-Mānoa, UH-Hilo, UH-West O‘ahu, and UH-Maui College.

The Hawai‘i 2050 Sustainability plan supports the goal of economic diversification in our state. The four economic drivers in our states’ economy include: tourism, defense, construction, and agriculture. All of these industries require an educated workforce. This program has the potential to provide graduates with a living wage. In the state of Hawai‘i, a living wage for two adults is $18.36/hour. Annually, a couple would need to gross about $40,000.00 to cover annual living expenses. http://www.publicpolicycenter.hawaii.edu/HI2050update.html

4) How the program addresses workforce needs:

We anticipate that the proposed A.S. degree will equip students to enter the workforce upon completion at the entry level. Economic development on the island is in recovery; therefore, it is anticipated that demand for an educated workforce will continue to rise. Students that complete the A.S. degree will have an opportunity to pursue a baccalaureate degree through distance learning thereby maintaining the current workforce needs as they pursue higher levels of education.

5) How the program aligns with system and campus

The proposed program aligns with the system goal to increase job placement and create better coordination with business and industry. KCC is also interested in the creation of a sustainable workforce and jobs that require entrepreneurship and business-related skills. Additionally, one fundamental purpose of the UHCCs is to prepare students to transfer to baccalaureate institutions.
1) **List similar degrees or certificates offered in UH System:**

Maui College: Certificate of Competence, Certificate of Achievement, and an AAS in Business Careers  
HawCC: Certificate of Achievement and AAS in Marketing  
KapCC: AS in Marketing  
LeeCC: AAS in Management, Academic Subject Certificate in Business; Certificates of Competence and Completion in Management  
WinCC: ASC in Business

2) **Describe the impact of the proposed program on current courses or programs at the campus and within the system:**

This program will include the current business courses offered on campus. Several business courses exist that are inherently part of the existing Business Education Division’s programs. The Associate of Science in Business will increase demand in all CTE programs by partnering skill-based aptitude with managerial and entrepreneurial potential.

3) **If a similar program exists, consult with other campuses, identifying, who and when:**

a) VCAA to VCAA communication: The VCAA or KCC consulted with the VCAA of UH Hilo on January 25, 2012.  
b) Faculty to Faculty communication: Colleagues in related disciplines from other campuses have been consulted. Past discussions have taken place between Leeward and Hawai‘i CC faculty. Continued collaboration needs to occur.

6. **Planning the new program:**

1) **Planning period:** Spring 2012—Fall 2013

2) **Activities to be undertaken during the planning phase:**

   i. Spring 2012:  
      1. Convene Planning Committee

   ii. Summer 2012:  
      1. Develop sustainable program learning outcomes  
      2. Identify core program courses  
      3. Research courses for curriculum  
      4. Initiate Curriculum process on selected courses

   iii. Fall 2012:  
      1. Development and completion of curricula  
      2. Submit course and program proposals to Curriculum  
      3. Complete MYPO draft  
      4. Determine eligible courses for distance learning  
      5. Identify potential advisory committee members  
      6. Determine undefined resources needed

   iv. Spring 2013:  
      1. Identify and Acquire Learning Resources  
      2. Complete course proposals for Distance Learning Committee

   v. Fall 2013:  
      1. Formation of Advisory Board

3) **Submission Date of program proposal:** Spring 2013
4) **Workload/budget implications during planning period:**

Program planning will be carried out by the Chair of the Planning Committee on Assigned time. The funding of assigned time for planning by existing faculty will be kept to a minimum.

5) **How will the program be economically sustainable?**

Initially, the program will rely upon General funds for faculty salaries. Existing faculty and lecturers will be utilized to teach courses, which overlap with existing programs and degrees. Course offerings will be based upon demand.

6) **Impact of the program on accreditation**

The proposed program will have a positive impact upon accreditation as it will address the issue of General Education (GenEd) courses at the 100 level or higher for two-year degrees. The A.S. in Business degree will contain all 100 level GenEd and program course offerings.

7) **How will the program fit within the campus and/or system organizational structure:**

The proposed A.S. in Business is consistent with courses already offered at KCC or within the UH system and will provide a clear pathway for transferability to four-year institutions.

**Description of resources required:**

1) **Faculty**

   **Existing**: 1.5 FTE faculty (no new funding required)-1.5 FTE G-funded. Three FTE faculty members are available to teach lower-division business-related courses in Management, Business, and Marketing.

   **New**: One FTE faculty member may be hired to teach both the existing and new courses required for this Business program, based upon demand. Theoretically, one faculty member will focus on Entrepreneurship; the other faculty member will focus on Management. Both faculty members may assist in the supervision and evaluation of directed studies and internships.

2) **Library resources**

   A thorough search will be done to determine if the library has access to the most commonly used business journals. Subscriptions may be deemed necessary for any journals that are not available. Additional reference materials will be explored in the planning process.

3) **Physical resources**

   The Business Education building currently has three classrooms, two computer labs, and one conference room. Currently, there is surplus classroom space, so additional classes would not impact campus facility resources. Additional supplies, computer hardware and software may need to be purchased; however, this will be explored in the planning process.

4) **Other resources required**

   None determined at this time.
Five-year Business Plan:
Funding will come from General Funds for the program coordinator and S Funds for one faculty member. Existing faculty will teach program courses. Lecturers will be utilized. Additional funds will come from tuition. See Table 1.1

5) Given a “flat budget” situation or if anticipated enrollment does not materialize, how will the proposed program be funded?

Size of the program will be adjusted up or down as demand and revenues permit.

Table 1.1

<table>
<thead>
<tr>
<th>YEAR</th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM COSTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty w/o fringe (General funded)</td>
<td>81,000</td>
<td>68,750</td>
<td>68,750</td>
</tr>
<tr>
<td>Other personnel costs w/o fringe (S funded faculty)-1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Library</td>
<td>200.00</td>
<td>150.00</td>
<td>200.00</td>
</tr>
<tr>
<td>Equipment/Supplies</td>
<td>1000.00</td>
<td>1500.00</td>
<td>1500.00</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL Expenses</td>
<td>82,200</td>
<td>70,400</td>
<td>70,450</td>
</tr>
<tr>
<td>REVENUES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Projected Enrollment</td>
<td>25</td>
<td>35</td>
<td>45</td>
</tr>
<tr>
<td>No. of Courses</td>
<td>5</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>No. of Credits</td>
<td>15</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td>SSH</td>
<td>660</td>
<td>915</td>
<td>1185</td>
</tr>
<tr>
<td>Tuition Rate/Credit</td>
<td>101</td>
<td>106</td>
<td>111</td>
</tr>
<tr>
<td>Total Revenue from Tuition</td>
<td>66,660</td>
<td>96,990</td>
<td>131,535</td>
</tr>
<tr>
<td>Other Sources of Income</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL Revenues</td>
<td>66,660</td>
<td>96,990</td>
<td>131,535</td>
</tr>
</tbody>
</table>

6) Describe the impact on current courses or programs

The Associate of Science in Business will have a positive impact on enrollment for the Business Education Division. This program will complement existing programs in the division as well as enhance the prospect for other CTE programs to develop entrepreneurial and managerial opportunities for their students. Additionally, new course development will cultivate opportunities for synergy among the CTE programs and assist in building stronger pathways to four-year institutions.

7) If the curriculum includes courses that are offered at other UH campuses, describe how articulation of these courses will be assured prior to the program proposal submission.

Current business and management courses are articulated throughout the UH community college system. Additional courses added will either be existing at other UHCC campuses or developed to with the potential to articulate at the UHCC and higher.

8) If this program is multidisciplinary, provide evidence of commitment for support from the colleges, departments, programs, and/or individuals expected to participate.

The Business Education Divisions’ four programs: Accounting, Business Technology, Culinary Arts, and Hospitality and Tourism supports the Associate of Science Business degree as it will enhance the skill level of our graduates and increase the potential for entrepreneurial opportunities for students in their respective disciplines. Additionally, other campus CTE programs, such as Automotive and FENG will benefit from the Business programs’ entrepreneurship course offerings.

The ATP has completed the campus approval process prior to review by Council of Chief Academic Officers.
Reviewed by:

Campus Chief Academic Officer:

☑ Recommend

Comments:

\[Signature\] \[Print Name\] \[Date\] 7/6/12

Chancellor:

☑ Approved  ☐ Disapproved

Comments:

\[Signature\] \[Print Name\] \[Date\] 7/7/12

Council of Chief Academic Officers (System wide Consultation)

Comments:

\[Signature\] \[Print Name\] \[Date\]

(A copy of the signed document is provided to the Office of the Executive Vice President of Academic Affairs/Provost)

\(\text{ATP an A.S. in Business}\)