

New Program Proposal
Bachelor of Science in Business and Technology Education
USC-Columbia

Summary

The University of South Carolina requests approval to offer a program leading to the Bachelor of Science degree in Business and Technology Education, to be implemented in Fall 2004. This program is proposed as a teacher certification program.

The proposal was submitted for Commission review on February 17, 2004. The proposal was reviewed without substantive comment and voted upon favorably by the Advisory Committee on Academic Programs at its meeting on March 31, 2004. The USC Board of Trustees approved the proposal on April 21, 2004.

The institution provided an addendum to the staff prior to the Advisory Committee meeting of March 31, 2004. The addendum addressed concerns raised by the staff. The corrected certification level will be for grades 9-12 and not 7-12 as noted in the original proposal. The addendum also notes that participants in the Department of Education's Alternative Certification Program (PACE) are qualified teachers but reach certification through non-traditional means. The original language could have been interpreted that these teachers were not fully qualified to teach. A matrix of how the proposed program will meet state standards was provided which addressed the program's curriculum in relation to the institution's existing B.S. degree in Technology and Support Training Management and to national standards. This matrix is available to Committee members upon request.

The purpose of the program is to provide a new undergraduate degree program in business and technology education. Graduates of the program would be eligible for certification as secondary (grades 9-12) business and technology teachers. The need for the program is based upon the fact that business education has been listed as a "critical need" subject area by the State Board of Education for several years. In 2003-04, the percentage of teaching positions that were vacant or filled with teachers who were not fully certified to teach their subject matter was 60.26 percent for business education. This level was second only to special education which had a 77.31 percent critical need level. There is only one other undergraduate business education degree program at S.C. State University. Students with a four-year degree may enroll in USC's M.A.T. degree program in business education in order to be qualified for certification. These two programs represent the only traditional four- and five-year degree programs for teachers

of business education at public and private institutions. In addition, the State Department of Education provides an alternative route program to those seeking a non-traditional means to enter the teaching profession, which includes business education

The curriculum consists of 127 credit hours. Of these, 40-47 are in general education, 45 in education (27 in the education core and 18 in clinical experience), and 42 are in content area. The curriculum has been designed to provide students with the required business and technology content along with pedagogical knowledge. The institution has provided a matrix of the degree requirements and how they meet the Department of Education requirements for an approved teacher certification program. Two new courses will be required for the internship experiences. Many of the core business and technology courses are those offered in USC's existing undergraduate Technology Support and Training Management degree.

One new faculty member will has recently been hired to serve in the M.A.T. program and will also serve part-time (.50 FTE) in the proposed program. Faculty serving the program will begin at three headcount (2.25 FTE) in FY 2004-05 and will increase to four headcount (2.75 FTE) in FY 2005-06. The new faculty hire will be expected to have a Ph.D. or Ed.D. in Business and Technology Education or in a technology-related field.

Enrollment in the proposed program is estimated to begin at five headcount students (.3 FTE) in FY 2004-05 and increase to 15 headcount students (1.2 FTE) by 2008-09. Estimates are based on the number of students who are currently enrolled in the State's alternative certification program and the number of students currently enrolled in USC's M.A.T. program in business education. If met, projected enrollments will meet the Commission's Program Productivity Standards.

The program will be required to seek accreditation from the National Council for the Accreditation of Teacher Education as well as the National Business Education Association. USC underwent its NCATE accreditation visit in Fall 2003 and will not be reviewed again until 2008. However, the program will need to be approved under state standards, which are virtually identical to National Business Education Association standards, in order for students to be eligible for S.C. certification. The Department of Education review will include analysis of the curriculum against the national business standards which have been adopted as state standards.

No new physical plant or equipment is needed for the proposed program. The library holdings for the proposed program are considered adequate in that they meet the needs of the M.A.T. and the Interdisciplinary Masters of Art in Business Education programs. The recent NCATE review of these two programs did not indicate any library

support concerns. The proposal did not offer a comparison against national standards such as the American Library Association.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with implementation of the proposed program for its first five years. Also shown are the estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
2004-05	\$2,905		\$2,905	\$0	\$3,245	\$3,245
2005-06	7,262		7,262	\$1,198	7,068	8,266
2006-07	7,262		7,262	2,745	7,068	9,813
2007-08	7,262		7,262	2,745	7,068	9,813
2008-09	10,166		10,166	2,745	8,223	10,968

These data demonstrate that if USC meets the projected student enrollments and contain costs as they are shown in the proposal, the program will be able to cover new costs with revenues it generates by the first year of its implementation.

In summary, USC is proposing to offer a bachelor’s degree in Business and Technology Education that will provide teacher education candidates across the state with the opportunity to attain an undergraduate degree in “critical need” subject area. Graduates of the program will be able to find employment in the teaching field due to the extreme shortage of certified teachers in business.

Recommendation

The Committee on Academic Affairs and Licensing recommends that the Commission approve USC-Columbia’s proposed program leading to the Bachelor of Science degree in Business and Technology Education for implementation in Fall 2004, provided that: 1) no “unique cost” or other special state funding be required or requested; 2) the program be approved by the State Board of Education in order for graduates to be eligible for teacher certification; and 3) until the program is approved by the State Board of Education, students will be notified that the program has not yet been approved as a program leading to teacher certification (licensure).