South Carolina
Commission on Higher Education

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CAAL
Agenda Item 4
12/04/2008

December 4, 2008

MEMORANDUM

To: Dr. Bettie Rose Horne, Chair, and Members, Committee on Academic Affairs and Licensing

From: Dr. Gail M. Morrison, Director of Academic Affairs and Licensing

Consideration of Request for Amendment to Existing License to Add a New Site in Charleston and New Programs in Greenville
A.A.S., Administrative Office Management; A.A.S., Criminal Justice; A.A.S., Healthcare Reimbursement; A.A.S., Medical Assistant; A.A.S., Medical Office Management; A.A.S., Paralegal Studies; A.A.S., Respiratory Therapy; A.A.S., Surgical Technology; and A.A.S., Therapeutic Massage; B.S., Business Administration; B.S., Criminal Justice; and B.S., Health Services Management; and to add to the existing license for Greenville programs leading to the A.A.S., Healthcare Reimbursement; A.A.S., Medical Assistant
Virginia College, Birmingham, AL

Summary

Virginia College (VC) in Birmingham, AL (www.vc.edu) requests approval to establish a branch in Charleston to offer programs leading to the Associate of Applied Science degree in (1) Administrative Office Management, (2) Criminal Justice, (3) Healthcare Reimbursement, (4) Medical Assistant, (5) Medical Office Management, (6) Paralegal Studies, (7) Respiratory Therapy, (8) Surgical Technology, and (9) Therapeutic Massage as well as programs leading the Bachelor of Science degree in (1) Business Administration, (2) Criminal Justice, and (3) Health Services Management. Also, Virginia College requests approval to add to its license in Greenville programs leading to the Associate of Applied Science degree in Healthcare Reimbursement and Medical Assistant. After approval by the Commission, Virginia College officials expect to choose a location in Charleston, renovate it to their specifications, and implement the programs at the new site. Programs will be offered on ground with the option to take courses through Virginia College Online. The current facilities in Greenville will adequately support the new programs to be offered there.

Virginia College is a private, for-profit institution owned by Virginia College, LLC, an Alabama limited liability company that is a wholly owned subsidiary of Education Corporation of America (ECA), a Delaware corporation. Virginia College was founded in 1983 and operates campuses in Alabama, Florida, Mississippi, Tennessee, and Texas, as well as Virginia College Online. Virginia College also owns The Golf Academy of America, formerly San Diego Golf Academy, which operates a campus in Myrtle Beach, SC. The Commission has licensed The Golf Academy of America since 1998. In September 2007 the Commission approved licensure of Virginia College for a branch campus in Greenville to offer the programs it proposes for Charleston with the exception of programs in Medical Assisting, Healthcare Reimbursement, and Respiratory Therapy programs. Classes began in October 2008 in Greenville. There are currently 282 students enrolled at the Greenville site.

The Accrediting Council of Independent Colleges and Schools (ACICS) has accredited Virginia College since 1997 and has awarded Virginia College at Birmingham a new grant of accreditation through December 31, 2013. ACICS will initially grant interim inclusion for the Charleston branch; final inclusion of a branch campus is granted after a site review, which is typically conducted within 18 to 24 months after establishment of a new branch.

The following information from the U.S. Department of Education shows student loan default rates at Virginia College in Birmingham:

OPE ID	School	Type	Control	PRGMS		FY 2006	FY 2005	FY 2004
030106	Virginia College 65 Bagby Drive Homewood, AL 35209-3703	Master's Degree or Doctor's Degree	Proprietary	Federal Family Education Loan (FFEL) /Federal Direct Loan (FDL)	**Default Rate %**	7.6	4.1	4.2
					No. in Default	358	173	142
					No. in Repay	4662	4167	3323

The U.S. Department of Education sanctions a school when the school's three most recent cohort default rates are 25% or higher or if a school's current default rate is greater than 40 percent. Except in the event of a successful judgment or appeal, such a school will lose FFEL, Direct Loan, and Federal Pell Grant program eligibility for the remainder of the fiscal year in which the school is notified of its sanction and for the following two fiscal years.

The College is conducting a search for an appropriate site and expects to lease a 40,000 to 50,000 square-foot, pre-existing building. Once the location has been finalized, the College will submit to Commission staff a description of the facilities, a floor plan, a copy of the lease, and relevant evidence of compliance with local, county, and state codes. Commission staff will inspect the site before issuing a license to the College.

Students will have access to a small on-site library containing a basic reference collection as well as reference texts related to their program of study. The Virginia College Virtual Library is the primary resource for students and provides on-line tutorials, access to thousands of periodicals, over 33,900 full-text books, and other electronic databases. Students may access the virtual library from any computer with Internet access. Campus libraries are developed with support from the Virginia College corporate librarian. The corporate librarian holds a master's degree in library science and provides training to the individuals who oversee the campus libraries.

Each Virginia College campus has an on-site campus president who reports to the respective region general manager; region general managers report to the Virginia College CEO. Personnel at each site also include directors of admissions, financial planning, and student accounting, as well as an academic dean who oversees the academic program directors to whom the faculty report.

Faculty at Virginia College branches in South Carolina who teach general education courses must possess a master's degree with 18 hours in the teaching discipline or must hold a master's degree with a major in the teaching discipline. Faculty teaching core program courses at the associate's degree level must possess appropriate academic preparation (usually a bachelor's degree) or academic preparation coupled with work experience. Exceptions to academic preparation may be made with the consent of the Commission. Faculty teaching upper-division core courses at the bachelor's degree level must hold master's degrees with at least 18 graduate semester hours in the teaching discipline or a master's degree with a major in the teaching discipline. An appropriate number of faculty members must hold terminal degrees.

Students applying for admission into degree-granting programs must take an assessment exam intended to ensure that the applicant has the skills necessary to complete college-level work successfully. Students must also hold a high school diploma or equivalent. Those who have already completed an associate's or bachelor's degree program are not required to take the assessment exam. Transfer credits may be accepted by the College if an official transcript is submitted and the credits were completed at an institution accredited by a recognized accrediting agency.

The College intends to begin offering its associate's degree programs in Charleston in June 2009, enrolling approximately 73 students. After two years, it will add the bachelor's degree programs, allowing students who complete the associate degree programs to transition into those programs. Within three to four years, the College expects to have a total enrollment of approximately 272 degree-seeking students at the Charleston site.

Tuition is charged on a per-quarter basis. The current tuition for associate degree programs in Administrative Office Management, Criminal Justice, Healthcare Reimbursement, Medical Assistant, Medical Office Management, and Paralegal Studies and for bachelor's degree programs in Business Administration, Criminal Justice, and Health Services Management is

$3,624 per quarter for students taking 12 or fewer quarter credit hours during the day; $4,320 per quarter for students taking 13-16 quarter credit hours during the day; and $2,416 per quarter for night students, who typically take eight or fewer quarter credit hours per quarter. For the associate degree programs in Surgical Technology, Respiratory Therapy, and Therapeutic Massage, the current tuition is $4,152 (12 or fewer hours); $4,950 (13-16); and $2,768 (night). In addition, a health sciences fee of $100 per quarter is charged to students in the Medical Assistant, Medical Office Management, Surgical Technology, Respiratory Therapy, and Therapeutic Massage programs.

The total cost for an associate's degree program, depending on the program and number of hours attended each quarter, is approximately $29,000 to $37,000. The total cost for a bachelor's degree program is approximately $55,000.

Programs of Study

A.A.S., Administrative Office Management

Students enrolled in the Administrative Office Management Program will learn organizational, planning, and editing skills; demonstrate proficiency with computer software and other office equipment; and further develop written and oral communication skills.

The curriculum for the program leading to the A.A.S. degree in Administrative Office Management is shown below:

A.A.S. in Administrative Office Management Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration/Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	32
AOM 1010 Keyboarding	4
AOM 1020 Intermediate Keyboarding	4
AOM 1100 Word Processing	4
AOM 1110 Intermediate Word Processing	4
AOM 1200 Spreadsheets	4
AOM 1400 Presentations	4
AOM 2100 Desktop Publishing I	4
AOM 2150 Advanced Word Processing	4
AOM 2220 Advanced Spreadsheets	4
AOM 3000 Administrative Office Management Capstone	4
BUS 1000 Introduction to Business	4
BUS 2750 Workplace Ethics and Expectations	4
Area of Concentration Electives	16
Total Area of Concentration courses	64
Total Curriculum Hours	96

There is no specialized program accrediting agency for administrative office management. Practitioner licensure or certification is not required for employment.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook (OOH)*, this occupation is expected to be among those with the greatest number of new employment options. Opportunities will be best for applicants with extensive knowledge of software applications.

Fourteen technical colleges and Forrest Junior College offer associate's degree programs in administrative assistant or administrative office management.

A.A.S. and B.S., Criminal Justice

The Criminal Justice programs at Virginia College are designed to prepare veteran criminal justice professionals for advancement and train individuals to enter the field of criminal justice for the first time. Students in the program will learn the history and development of court systems, study techniques of crime scene investigation, and be able to explain legal and moral courses of action for various situations in the criminal justice system. The program leading to

the Bachelor of Science degree further explores the criminal justice system in various arenas, as well as research methods and administration. Employment in most federal law enforcement agencies requires completion of a bachelor's degree program.

The curricula for the programs leading to the A.A.S. and B.S. degrees in Criminal Justice is shown below:

A.A.S. and B.S. in Criminal Justice Curricula		
Courses	Quarter Credit Hours	
	AAS	BS
AOS 1010 Keyboarding	4	4
AOS 1100 Word Processing	4	4
EDU 1010 Learning Framework	4	4
EDU 1020 Career Exploration/Planning	4	4
Communications (English)	12	12
Mathematics	4	8
Social/Behavioral Sciences	4	8
Humanities/Fine Arts	4	4
General Education Electives		24
Total Foundation and General Education courses	40	72
CRJ 1010 Introduction to Criminal Justice	4	4
CRJ 1050 Criminal Procedure	4	4
CRJ 1400 Introduction to Corrections	4	4
CRJ 1600 Criminal Justice Ethics	4	4
CRJ 2010 Criminology	4	4
CRJ 2030 Juvenile Justice	4	4
CRJ 2050 Police in America	4	4
CRJ 2480 Private Security	4	4
CRJ 3000 Criminal Investigations		4
CRJ 3150 Research Methods in Criminal Justice		4
CRJ 3470 Criminal Justice Management and Administration		4
CRJ 4000 Comparative Criminal Justice Systems		4
CRJ 4060 Terrorism		4
CRJ 4220 Corporate Security		4
CRJ 4320 Gangs		4
CRJ 4340 Organized Crime		4
CRJ 4400 Crime Scene Investigation		4
CRJ 4750 Criminal Justice Capstone		4
CRJ 4800 Criminal Justice Externship		4
LGA 1800 Criminal Law	4	4
Area of Concentration Electives	20	28
Total Area of Concentration courses	56	108
Total Curricula Hours	96	180

There is no specialized program accrediting agency for criminal justice. Practitioner licensure or certification is not required for employment.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook,* opportunities in local police departments will be excellent for individuals who meet psychological, personal, and physical qualifications. Employment of probation officers and correctional treatment specialists is projected to grow as fast as the average for all occupations. Additional openings in this field will be created by the need to replace workers who retire and those who leave local agencies for Federal jobs and private sector security jobs.

Fifteen state technical colleges and eight private colleges in the state offer an associate's degree program in criminal justice. Five public and 11 private colleges and universities offer a bachelor's degree program. Also for consideration by the Committee on Academic Affairs and Licensing (CAAL) at its December 4 meeting is a proposal from Strayer University to offer programs leading to the A.A. and B.S. degrees in Criminal Justice.

A.A.S, Healthcare Reimbursement

Students in the Healthcare Reimbursement program will learn to utilize medical billing and coding software programs in the reimbursement process; classify coding and billing information to avoid claims rejections; become familiar with HIPAA compliance policies, and analyze accounting and financial data to be used in the healthcare environment.

The curriculum for the program leading to the A.A.S. degree in Healthcare Reimbursement is shown below:

A.A.S. in Healthcare Reimbursement	
Courses	Quarter Credit Hours
AOM 1010 Keyboarding	4
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	36
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
MBC 1010 Medical Coding: Current Procedural Terminology	4
MBC 1020 Medical Coding: International Classification of Diseases	4
MBC 1030 Medical Coding: Healthcare Common Procedure Coding System	4
MBC 1800 Medical Billing and Reimbursement	4
MBC 2260 Advanced Medical Billing and Reimbursement	4
MBC 2500 Medical Billing and Coding Certification Review	2
MBC 2600 Medical Billing and Coding Externship	6
MED 1010 Medical Terminology	4
MED 1080 Medical Office Procedures	4
MED 1140 Medical Law and Ethics	4
MED 1210 Pathophysiology	4
MED 1840 Medical Insurance Procedures	4
MED 1850 Medical Insurance Applications	4
Total Area of Concentration courses	60
Total curriculum	96

There is no specialized program accrediting agency for healthcare reimbursement. Practitioner licensure or certification is not required for employment.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook,* job prospects for medical coders should be very good and employment is expected to grow faster than the average for all occupations.

This program offering will be unique to the state. No other college or university in the state offers an associate's degree program in healthcare reimbursement.

A.A.S., Medical Assistant

During the course of this program students will learn the administrative duties a medical assistant performs such as keeping records, scheduling appointments and tests, and complying with insurance claim procedures; clinical techniques such as reading vital signs and EKG's; administering medicine; and assisting with patient exams.

The curriculum for the program leading to the A.A.S. degree in Medical Assistant is shown below:

A.A.S. in Medical Assistant	
Courses	Quarter Credit Hours
AOM 1010 Keyboarding	4
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	36
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
MEA 1010 Clinical Office Procedures I	4
MEA 1020 Clinical Office Procedures II	4
MEA 1030 Clinical Office Procedures III	4
MEA 2500 Medical Assisting Certification Exam Review	2
MEA 2600 Medical Assisting Externship	6
MED 1010 Medical Terminology	4
MED 1080 Medical Office Procedures	4
MED 1140 Medical Law and Ethics	4
MED 1150 Pharmacology and Drug Administration	4
MED 1210 Pathophysiology	4
MED 1800 Medical Laboratory Procedures	4
MED 1840 Medical Insurance Procedures	4
MED 1850 Medical Insurance Applications	4
Total Area of Concentration courses	60
Total curriculum	96

The Commission on Accreditation of Allied Health Education Programs (CAAHEP) is the specialized program accrediting agency that accredits medical assistant programs. Virginia College does not hold specialized accreditation. Practitioner licensure or certification is not required for employment.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, job prospects should be excellent with employment projected to grow much faster than average. The OOH ranks medical assistants among the fastest growing occupations over the 2006-16 decade. Helping to drive this growth in employment is the increasing number

of group practices, clinics, and other health care facilities that need a high proportion of support personnel, particularly medical assistants who can handle both administrative and clinical duties.

Other institutions that offer an associate's degree program in medical assistant are Forrest Junior College, Miller-Motte Technical College, and South University.

A.A.S., Medical Office Management

Students enrolled in the Medical Office Management program will study medical terminology, medical office procedures, and insurance billing; learn to prepare examination treatment areas; and develop strong computer and administrative skills for use in a medical setting.

The curriculum for the program leading to the A.A.S. degree in Medical Office Management is shown below:

A.A.S. in Medical Office Management Curriculum	
Courses	Quarter Credit Hours
AOM 1010 Keyboarding	4
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	36
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
BUS 1000 Introduction to Business	4
BUS 1410 Principles of Accounting I	4
BUS 2760 Personnel Management	4
MEA 1010 Clinical Office Procedures I	4
MEA 1020 Clinical Office Procedures II	4
MEA 2500 Certification Exam Review	2
MED 1010 Medical Terminology	4
MED 1080 Medical Office Procedures	4
MED 1140 Medical Law and Ethics	4
MED 1150 Pharmacology and Drug Administration	4
MED 1840 Medical Insurance Procedures	4
MED 1850 Medical Insurance Applications	4
MED 2600 Medical Office Management Externship	4
Total Area of Concentration courses	60
Total curriculum	96

There is no specialized program accrediting agency for medical office management. Practitioner licensure or certification is not required for employment.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, this occupation is expected to be among those with the highest growth. Employment opportunities should be best for applicants with extensive knowledge of software applications and for experienced administrative assistants. Opportunities also should be very good for those with advanced communication and computer skills.

Six of the state's technical colleges offer an administrative office technology program with the option to specialize in medical office technology. Forrest Junior College also offers an associate's degree in medical office administration.

A.A.S., Paralegal Studies

Students enrolled in the Paralegal Studies program will learn how to conduct legal research, draft legal documents, conduct client interviews, and assist attorneys with estates, real estate closings, and depositions.

The curriculum for the program leading to the A.A.S. degree in Paralegal Studies is shown below

A.A.S. in Paralegal Studies	
Courses	Quarter Credit Hours
AOM 1010 Keyboarding	4
AOM 1100 Word Processing	4
AOM 1200 Spreadsheets	4
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	44
LGA 1020 The American Legal System	4
LGA 1110 Legal Research and Writing I	4
LGA 1500 Paralegal Drafting	4
LGA 1600 Technology Application in the Law Office	4
LGA 1800 Criminal Law	4
LGA 2140 Family Law	4
LGA 2150 Tort Law	4
LGA 2160 Legal Research and Writing II	4
LGA 2240 Civil Litigation	4
LGA 2520 Real Estate Law	4
Area of Concentration Electives	12
Total Area of Concentration courses	52
Total curriculum	96

The Standing Committee on Paralegals of the American Bar Association is the specialized accrediting agency for paralegal studies programs. Virginia College does not hold and does not plan to seek specialized accreditation. Practitioner licensure or certification is not required for employment.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook,* employment in this field is projected to grow much faster than the average for all occupations as employers try to reduce costs by hiring paralegals to perform tasks once done by lawyers. Experienced, formally trained paralegals should have the best employment opportunities.

Eight of the state technical colleges, Forrest Junior College, Miller-Motte Technical College, and South University offer associate's degree programs in paralegal studies.

A.A.S., Respiratory Therapy

Students completing the program in respiratory therapy will be prepared to provide oxygen therapy and other support for patients who are unable to breathe unassisted. Graduates may teach breathing techniques to patients in rehabilitation centers, teach asthma or smoking cessation programs, demonstrate the operation of ventilators, or administer medications in aerosol form.

The curriculum for the program leading to the A.A.S. degree in Respiratory Therapy is shown below:

A.A.S. in Respiratory Therapy	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	32
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
MED 1010 Medical Terminology	4
MED 1140 Medical Law and Ethics	4
RES 1010 Integrated Sciences for Respiratory Care	4
RES 1020 Respiratory Therapy Assessment and Diagnosis	3
RES 1030 Respiratory Therapeutics	3
RES 1100 Cardiopulmonary Anatomy and Physiology	4
RES 1150 Cardiopulmonary Pathophysiology	4
RES 1200 Respiratory Therapy Pharmacology	4
RES 1600 Mechanical Ventilation and Intro. to Critical Care	3
RES 2100 Advanced Modalities and Monitoring in Resp. Care	3
RES 2280 Geriatric and Respiratory Home Care	3
RES 2350 Perinatal/Pediatric Respiratory Care	3
RES 2400 Respiratory Therapy Emergency Management	3
RES 2500 Respiratory Therapy Registry Exam Review	3
RES Clinical Experience I	4
RES Clinical Experience II	4
RES Clinical Experience III	4
RES Clinical Experience IV	4
RES Clinical Experience V	4
Total Area of Concentration courses	76
Total curriculum	108

The Commission on Accreditation of Allied Health Education Programs (CAAHEP) and the Committee on Accreditation for Respiratory Care (CoARC) are the specialized program accrediting agencies for respiratory therapy programs. South Carolina law requires that respiratory therapists be licensed in order to work in the state. In order to be eligible for licensure, a student must graduate from an accredited program and pass a national exam. Virginia College is pursuing appropriate accreditation so that students may sit for the National Board for Respiratory Care exam and be eligible for licensure.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, job opportunities should be very good for respiratory therapists. Hospitals

will account for the vast majority of job openings, but a growing number of openings will arise in other settings.

Eight of the state technical colleges offer associate's degree programs in respiratory care.

A.A.S., Surgical Technology

Students enrolled in the Surgical Technology program will learn the proper application of sterile surgical techniques and develop knowledge that will allow them to work alongside surgeons, anesthesiologists, nurse anesthetists, and registered nurses to deliver integral patient care.

The curriculum for the program leading to the A.A.S. degree in Surgical Technology is shown below:

A.A.S. in Surgical Technology Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	32
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
MED 1010 Medical Terminology	4
MED 1140 Medical Law and Ethics	4
MED 1210 Pathophysiology	4
SUR 1010 Aseptic Technique	4
SUR 1050 Patient Care for the Surgical Technologist	4
SUR 1500 Introduction to the Surgical Environment	4
SUR 1900 Microbiology for the Surgical Technologist	4
SUR 1960 Surgical Instrumentation and Equipment	4
SUR 2070 General and Specialized Surgical Procedures	4
SUR 2160 Specialty and Reconstructive Surgical Procedures	4
SUR 2170 Orthopedic, Neurological, and Vascular Surgical Procedures	4
SUR 2190 Pharmacology for the Surgical Technologist	4
SUR 2600 Surgical Technology Internship	8
Total Area of Concentration courses	64
Total curriculum	96

The Commission on Accreditation of Allied Health Education Programs (CAAHEP) is the specialized accrediting agency for surgical technology programs. On June 15, 2007, the South Carolina General Assembly signed into law a bill that will require individuals who wish to practice Surgical Technology in the state to have attended an accredited surgical technology program and be certified by the National Board of Surgical Technology and Surgical Assisting.

Virginia College is seeking appropriate accreditation for the program with the goal of having such accreditation in place by the time the first class graduates.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook,* employment for surgical technologists is expected to grow much faster than the average for all occupations. Hospitals will continue to be the primary employer, although much faster employment growth is expected in other health care industries.

Miller-Motte Technical College offers an associate's degree program in surgical technology.

A.A.S., Therapeutic Massage

Students enrolled in the Therapeutic Massage program will study classical and contemporary massage techniques; learn the connection of muscle movement and body mechanics as they relate to overall wellness; and practice massage therapy techniques in a supervised massage clinic.

The curriculum for the program leading to the A.A.S. degree in Therapeutic Massage is shown below:

A.A.S. in Therapeutic Massage Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	32
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
BIO 1300 Kinesiology I	4
BUI 1350 Kinesiology II	4
MED 1010 Medical Terminology	4
MED 1140 Medical Law and Ethics	4
MED 1210 Pathophysiology	4
NUT 1000 General Nutrition and Health Science	4
TMA 1000 Introduction and Fundamentals of Massage	4
TMA 1010 Swedish Massage Techniques	4
TMA 1020 Deep Tissue Massage Techniques	4
TMA 1200 Psychology of Therapeutic Massage	4
TMA 2030 Eastern Massage Techniques	4
TMA 2040 Special Population Massage Techniques	4
TMA 2050 Neuromuscular Massage Techniques	4
TMA 2060 Spa Application/Massage Techniques	4
TMA 2500 Clinical Massage Certification Review	4
TMA 2600 Massage Clinic and Internship	4
Total Area of Concentration courses	72
Total curriculum	104

The Commission on Massage Therapy Accreditation (COMTA) is the specialized program accrediting agency for massage therapy programs. Virginia College does not hold and does not plan to seek specialized accreditation. South Carolina law requires licensure for those who practice massage therapy. Licensure requires 500-hours of approved training, a high school diploma or GED, and a passing score on an approved exam. Graduates of the program will be eligible to take the national certification exam administered by the National Certification Board for Therapeutic Massage and Bodywork or the Federation of State Massage Therapy Boards; subsequently, graduates will be eligible for licensure as massage therapists in South Carolina.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook,* employment is expected to grow faster than the average for all occupations over the 2006-16 period as more people learn about the benefits of massage therapy. This occupation includes a large percentage of part-time and self-employed workers and many practice massage therapy as a secondary source of income. Employment is concentrated in metropolitan areas, resorts, and destination locales.

Miller-Motte Technical College offers an associate's degree program in therapeutic massage. Eight technical colleges and seven private institutions offer a 500-hour or more certificate program in massage therapy.

B.S., Business Administration

Students enrolled in the Business Administration program will develop the skills needed to gain a position in a variety of management settings. Coursework in this program focuses on decision-making skills, effective leadership, cutting-edge technology, and strategic planning.

The curriculum for the program leading to the B.S. degree in Business Administration is shown below:

B.S. in Business Administration Curriculum	
Courses	Quarter Credit Hours
Communications (English)	12
Mathematics	8
Social/Behavioral Sciences	8
Humanities/Fine Arts	4
General Education Electives	24
Total General Education courses	56
AOM 1010 Keyboarding	4
AOM 1100 Word Processing	4
AOM 1200 Spreadsheets	4
BUS 1000 Introduction to Business	4
BUS 1410 Principles of Accounting I	4
BUS 1420 Principles of Accounting II	4
BUS 1460 Computerized Accounting	4
BUS 2760 Personnel Managements	4
MGT 3010 Introduction to Marketing	4
MGT 3040 Organizational Behavior	4
MGT 3210 Introduction to Human Resource Management	4
MGT 3310 Fundamentals of Financial Management	4
MGT 3340 Legal Environment in Business	4
MGT 3410 Business and Personal Ethics	4
MGT 4010 Organizational Communications	4
MGT 4220 Technology in Business	4
MGT 4340 Management Theory and Leadership	4
MGT 4510 Managerial Analysis and Decision Making	4
MGT 4540 Quality Assurance and Control	4
MGT 4850 Production/Operations Management	4
MGT 4900 Strategic Management	4
Area of Concentration Electives	12
Total Area of Concentration courses	100
General Electives	32
Total curriculum	188

The Association of Collegiate Business Schools and Programs (ACBSP) and the Association to Advance Collegiate Schools of Business (AACSB) are the specialized program accrediting agencies for business and business-related programs. Virginia College does not hold and does not plan to seek specialized accreditation. Practitioner licensure or certification is not required for employment.

The U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook,* lists a variety of management employment opportunities for holders of business administration credentials in myriad settings. Business services managers work throughout private industry and government and have a wide range of responsibilities, experience, earnings, and education.

Twelve public and 26 private colleges and universities in the state offer baccalaureate programs in business administration.

B.S., Health Services Management

The Health Services Management program is designed to prepare students for mid-level management positions in healthcare organizations such as hospitals, physician practices, and home healthcare agencies. This health-based interdisciplinary program emphasizes effective speaking and writing skills, interpreting and analyzing data, and critical reading and listening skills.

The curriculum for the program leading to the B.S. degree in Health Services Management is shown below:

B.S. in Health Services Management Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration/ Planning	4
Communications (English)	12
Mathematics	8
Social/Behavioral Sciences	8
Humanities/Fine Arts	4
General Education Electives	24
Total Foundation and General Education courses	64
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
BUS 1410 Principles of Accounting I	4
HES 3400 Healthcare Delivery Systems	4
HES 3600 Legal Issues in Health Sciences	4
HES 3750 Health Perspectives and Assessment	4
HES 4000 Healthcare Organizational Management	4
HES 4650 Seminar in Health Professions Analyst	4
HES 4800 Management Accounting for Healthcare Organizations	4
MED 1010 Medical Terminology	4
MED 1140 Medical Law and Ethics	4
MGT 3210 Introduction to Human Resource Management	4
MGT 3310 Fundamentals of Financial Management	4
MGT 4710 Healthcare Management	4
MGT 4900 Strategic Management	4
Area of Concentration Electives	60
Total Area of Concentration courses	120
Total curriculum	184

While the Commission on Accreditation of Healthcare Management Education (CAHME) accredits professional master's degree programs in healthcare management, there is no specialized program accrediting agency for baccalaureate-level programs. Practitioner licensure or certification is not required for employment.

The U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook,* predicts that job opportunities will be good in the field of medical and health services management as the health care industry continues to expand and diversify, requiring managers to help ensure smooth business operations. Hospitals employ the most medical and health services managers. Employment will grow fastest in practitioners' offices and in home health care agencies as many services previously provided in hospitals will shift to these settings.

U.S.C.-Columbia and Benedict College offer programs leading to the B.S. degree in Public Health; Clemson and Morris College offer programs leading to the B.S. degree in Health

Science; South University offers a program leading to the B.S. degree in Healthcare Management; ECPI offers a program leading to the B.S. degree in Healthcare Administration; and Webster University offers a program leading to the B.A. degree in Management, Health Care Administration.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission initial licensure for five years to Virginia College at Birmingham, AL, to establish a branch campus in Charleston, South Carolina, to offer programs leading to the **Associate of Applied Science** degree in (1) Administrative Office Management, (2) Criminal Justice, (3) Healthcare Reimbursement, (4) Medical Assistant, (5) Medical Office Management, (6) Paralegal Studies, (7) Respiratory Therapy, (8) Surgical Technology, and (9) Therapeutic Massage; and the **Bachelor of Science** degree in (1) Business Administration, (2) Criminal Justice, and (3) Health Services Management to be implemented in June 2009; and to add to the existing site in Greenville programs leading to **Associate of Applied Science** degree in (1) Healthcare Reimbursement and (2) Medical Assistant, also to be implemented in June 2009. The staff further recommends that the Committee commend to the Commission the delegation to the staff to authorize licensing of the site in Charleston when the facility has been developed.