

PROGRAM MODIFICATION PROPOSAL FORM

Name of Institution: Francis Marion University

Briefly state the nature of the proposed modification:

Adding tracks to the BBA in Management Information Systems Degree

Current Name of Program:

Bachelor of Business Administration in Management Information Systems

Proposed Name of Program:

Bachelor of Business Administration in Management Information Systems with tracks in Systems Management and Systems Design

Program Designation:

- | | |
|---|--|
| <input type="checkbox"/> Associate's Degree | <input type="checkbox"/> Master's Degree |
| <input checked="" type="checkbox"/> Bachelor's Degree: 4 Year | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Bachelor's Degree: 5 Year | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.) | |

Does the program currently qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

If No, should the program be considered for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation: August 2020

CIP Code: 52.1201

Current delivery site(s) and modes: Francis Marion University campus (Site Code: 50301); Traditional/face-to-face

Proposed delivery site(s) and modes: Francis Marion University campus (Site Code: 50301); Traditional/face-to-face

Program Contact Information:

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Institutional Approvals and Dates of Approval:

Departmental Approval October 16, 2019
Academic Affairs Committee Approval January, 23, 2020
Faculty Senate Approval February 4, 2020
FMU Faculty Approval February 11, 2020
Provost Approval February 11, 2020
President Approval February 11, 2020

Background Information

The creation of a new track under Management Information Systems is in response to the feedback from business community on the need for business students who have software programming skills. The traditional Management Information Systems program continues as the Systems Management Track which allows students to target jobs such as Systems Administrator, Database Administrator, Networks Administrator.

The Systems Design Track is a programming heavy track which allows students work as Systems Analysts, Software Application Programmer and Software Developer. No new classes or resources are needed. We are using the six existing classes from the BS Computer Science program to create the Systems Design track. The students in the Systems Design track will have strong programming skills but will not have the higher-level mathematics training that Computer Science students have. Instead of higher level math skills they will have strong foundations in the Business core which will allow them to understand the business processes in areas like Accounting, Finance, Supply Chain, Marketing, Human Resource Management and therefore be able to supplement the skills Computer Science students bring to companies.

It also serves as channel to let students who want to learn how to program but do not want to go through the entire Computer Science curriculum a chance to get jobs in the Software Industry.

Assessment of Need

In the last four years we have companies from the local Pee Dee region like ACS Technologies, Sonoco, McLeod Hospitals talk to us about the dire need for business students with programming skills. The BS in Computer Science program can satisfy some of these needs, but demand outstrips supply. Furthermore, Computer Science have no background in business. Their strong math background makes them perfect for higher level computer science jobs, but it does not fill the need for the entry level programmer with a business background. The Management Information Systems major with the Systems Design track is created to address this shortage.

Transfer and Articulation

There are no special articulation agreements for the modified proposed program.

Description of the Program

Projected Enrollment						
Year	Fall Headcount		Spring Headcount		Summer Headcount	
	New	Total	New	Total	New	Total
2020-21	4	30	0	30		
2021-22	5	35	0	35		
2022-23	5	40	0	40		
2023-24	5	45	0	45		

Enrollment Projections are based on observation of enrollment trends over the last 5 years. The MIS graduation for the last five years has been increasing. We assume the trend will continue.

Graduation (Last five years)		
Year	Fall Enrollment	Graduation (Academic Year)
2014-2015	22	4
2015-2016	28	8
2016-2017	34	6
2017 - 2018	38	11
2018 - 2019	33	10
2019 – 2020	34	4 ¹ (Fall 2019)

Based on the trend last five years and new enrollment from the MIS Systems Design track we believe that graduation for the BBA in MIS major will be 10 – 15 students for the academic years 2020 – 2021. We do not believe that the MIS Systems Design track will have an impact on the graduation rates of the MIS program until 2023 – 2024 as it takes four years for students to get through a BBA program.

Curriculum

Curriculum Changes

Courses Eliminated from Program	Courses Added to Program	Core Courses Modified
N/A	Computer Science 190 Programming Fundamentals	N/A
	Computer Science 226 Programming and Algorithmic Design	
	Computer Science 227 Programming and Algorithmic Design II	
	Computer Science 313 Systems Design and Development	
	Computer Science 340 Software Design and Development	

No courses have been eliminated, or modified. We have taken existing classes from Computer Science and grouped them together to form a programming heavy business track.

Curriculum:

BBA in Management Information Systems	120-121 Hours
General Education (48-49 Hours)	
English 101	3 or 4 Hours
English 102	3 Hours
Speech Communication 101	3 Hours
Political Science 101 or 103	3 Hours
Economics 203	3 Hours
Economics 204	3 Hours
Literature (any language)	3 Hours
History	3 Hours
Art 101, Music 101, or Theatre 101	3 Hours
Art, History, Literature (any language), Music, Philosophy and Religious Studies, Theatre, or Honors 260-269	3 Hours
Mathematics (121 or higher)	3 Hours

¹ 4 for Fall 2019, we do not have Spring 2020 graduation yet.

Mathematics 134	3 Hours
Biological Science with Lab	4 Hours
Physical Science with Lab	4 Hours
Psychology 206 and 216	4 Hours
Common Business Core Requirements (54 Hours)	
Business 150 Fundamentals of Business	3 Hours
Marketing 331 Principles of Marketing	3 Hours
Finance 341 Financial Management	3 Hours
Business 206 Legal & Social Environment of Business	3 Hours
Accounting 201 Financial Accounting	3 Hours
Accounting 202 Managerial Accounting	3 Hours
Business 305 Applied Statistics for Economics and Business	3 Hours
Computer Science 150 Microcomputer and Software Applications I	3 Hours
Management Information Systems 327 Information Systems Fundamentals	3 Hours
Management 355 Production and Operations Management	3 Hours
Management 351 Management of Organizations	3 Hours
English 305 Business Writing	3 Hours
Business 458 Strategic Management	3 Hours
Electives	15 Hours
Systems Management Track (18 Hours)	
Management Information Systems 225 Modern Programming	3 Hours
Management Information Systems 337 Business Systems Analysis and Design	3 Hours
Management Information Systems 347 Business Data Communications	3 Hours
Management Information Systems 447 Data Base Management	3 Hours
Management Information Systems 467 E-Commerce	3 Hours
School or Computer Science Elective	3 Hours
Systems Design Track (18 Hours)	
Nine Hours from:	
Computer Science 190 Programming Fundamentals	3 Hours
Management Information Systems 225 Modern Programming	3 Hours
Computer Science 226 Programming and Algorithmic Design I	3 Hours
Computer Science 227 Programming and Algorithmic Design II	3 Hours
Six Hours from:	
Computer Science 313 Systems Design and Development	3 Hours
Computer Science 340 Software Design and Development	3 Hours
Management Information Systems 447 Data Base Management	3 Hours
Management Information Systems 467 E-Commerce	3 Hours
School or Computer Science Elective	3 Hours

Curriculum Map

Bachelor of Business Administration in Management Information Systems: Systems Design Track

Coursework – Total 120 hours			
First Semester	Second Semester	Third Semester	Fourth Semester
ENG 101	ENG 102	ACTG 201	ACTG 202
MATH 111	MATH 134	ECON 203	ECON 204
BUS 150	SPEECH 101	BUS 206	MIS 327
ART 101, MU 101 or THEA 101	CS 150	System Design Course	System Design Course
History	PSY 206/216	BIO 103/103L	Physical Science and Lab
UNIV 100			
16	16	16	16
Fifth Semester	Sixth Semester	Seventh Semester	Eighth Semester
System Design Course	System Design Course	System Design Course	System Design Elective
BUS 305	MGT 355	POL 101 or 103	BUS 458
MGT 351	FIN 341	Humanities Elective	General Education Elective
Literature	MKT 331	ENG 305	General Education Elective
General Education Elective	General Education Elective	General Education Elective	
15	15	15	12

New Courses

There are no new courses being added to the program

Similar Programs in South Carolina offered by Public and Independent Institutions

We have looked at the following Colleges/ Schools of Business for a comparable MIS program in South Carolina and we have not found any University with an MIS program.

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
No MIS Program		USC Darla Moore School of Business		
No MIS Program		Clemson College of Business		
No MIS Program		Coastal Carolina University Walker College of Business		
No MIS Program		College of Charleston School of Business		
No MIS Program		Lander University College of Business		
No MIS Program		USC Aiken School of Business Administration		
Computer Information Systems	120	Winthrop University College of Business Administration	Requires the following classes Visual Basic or Java Database Processing Software Engineering 1 Software Engineering 2	Our Systems Design Track requires both Visual Basic and Java We have two semesters in Programming and Algorithmic Design Winthrop does not have a Systems Management Track

Faculty

We are utilizing existing courses and faculty to support the new tracks, so no new faculty are needed.

Resources

Library Resources:

There are no new library resources needed for this modification. Books, periodicals, and online access to journals and databases are adequate to support program outcomes. Approximately \$43,000 has been budgeted to support the Health Sciences collection. We have also approximately \$40,000 budgeted to support the Business and Computer Science collection.

The Rogers Library houses a collection of 149 print periodicals, including 16 current online subscriptions in the field of nursing. It also houses a collection of 445 print periodicals, including 7 current print subscriptions, 18 current online subscriptions in the field of business and computer science.

In addition, FMU provides access to an extensive collection of electronic resources, including CINAHL full text. Membership in the Partnership Among South Carolina Academic Libraries (PASCAL) has further enhanced FMU's ability to provide a wide variety of quality resources for the nursing program. For example, beginning January 2010, the ProQuest nursing titles and Ovid Lippincott online became accessible to faculty and students.

Electronics Resources for the School of Business and Computer Science

1. Business Source Premier
2. Academic Search Complete
3. IBISWorld
4. Statista
5. Lexis-Nexis Academic
6. Lexis-Nexis Company Dossier
7. Mergent Online
8. Business Expert Press (BES) eBooks
9. Cabell's Directory of Publishing Opportunities – Education, Business, Computer Science
10. Standard & Poor's NetAdvantage
11. Value Line Investment Survey
12. Regional Business News

Our faculty library liaison within the School of Business will continue to collaborate with our library faculty and staff to maintain our needed resources.

Equipment:

There is no new equipment needed for this modification.

FMU provides learner access to computers and printers in a variety of areas on campus. The Stanton Computer Center houses classrooms for teaching computer sciences and skills and a laboratory where learners may log on to a computer to work with access to the internet, and they can also print their papers. Computers and printers are also accessible in the Rogers Library and in the Media Center. Although students have access to any of these computer resources on campus Students may use these computers for: preparing papers and other class work; conducting literature searches; researching

websites of governmental and other agencies to support their learning, and searches for evidence for projects. The computer lab is accessible to students whenever the buildings are open. There are two printers in the library that used a pre-paid card printing system.

The School of Business Lab is open to all School of Business students and has 25 terminals with all the software needed for their disciplines (MS Office, Visual Studio, Java Development Environment, SPSS). The students in the Systems Design track will also have access to a separate Computer Science Lab which has a server and a separate network systems for them to practice their programming skills.

Our existing equipment, budget, and maintenance plan for equipment needs is adequate and will continue to be evaluated to ensure that program needs are met.

Facilities:

There are no new facilities needed for this modification.

Writing Center

The FMU Writing Center is open to all learners who need assistance in improving their writing skills, and for the review of papers and written projects. A consultant from the Writing Center is also available in the Tutoring Center. Assistance with writing and or tutoring is offered in person or online.

In addition to these individualized tutoring and consultation sessions, the Center offers numerous workshops during the spring and fall semesters in improving basic writing skills. To assist with orientation for new nursing learners, the Director of the Writing Center also presents information on academic integrity. The writing center is also available to students online for assistance and tutoring.

Advisement

Every learner is assigned a faculty member as an advisor who teaches in their appropriate track. Advisement is done every semester or as needed. Each faculty member has posted office hours a week per the FMU Faculty Handbook

Blackboard Learn System

The Blackboard Learn system is used for all courses in the nursing program. The Blackboard Learn System allows the program to provide online or hybrid courses. The platform is used for communication with learners, posting of syllabi and other course information, and posting of grades. Some faculty members use the system to post quizzes, and use the assignment feature for receiving learner papers. Learners receive orientation to the system when they enter the program through an orientation letter and contact with the faculty member. Additionally there are online tutorials to assist with accessing Blackboard Learn and to troubleshoot the system.

Technology is adequate and consists of fully functioning WiFi in all the FMU buildings a. Every classroom and conference room is fully equipped with projector, computer, ELMO, and sound system. Many classrooms have individual student outlets.

For learners whose classes are primarily online there is assistance from faculty via email and phone, the IT desk at FMU via email and phone, and help from the Blackboard Learn system. The library, writing center, and tutoring center can all be accessed online. The Registrar, Financial Aid, and the Testing and Counseling Center can all be accessed by phone.

When students are accepted into the program, they are provided with an orientation letter (that explains how to access their FMU email accounts and the Blackboard Learn system.

Counseling and Testing Center

FMU supports a Counseling and Testing Center that provides placement testing, aptitude testing, and psychological testing for learners, as well as counseling and ADA services. Referrals are made to community agencies/providers as needed. The Counseling Center also provides quiet environments and extended test-taking times for the nursing learners who have those accommodations noted on their official ADA documentation.

Faculty utilize the center to assist learners who demonstrate test taking anxiety, possible learning disabilities, and personal problems. The Director of the Counseling and Testing Center is a clinical psychologist and a member of the Psychology Department.

Faculty make referrals of learners who demonstrate stress and anxiety levels that interfere with their ability to perform adequately in the program. Learners who demonstrate possible learning disabilities such as ADD or ADHD are also referred to the Center for assistance. The Center's service in getting these learners the help that they need has helped with learner retention.

The Director of the Center, Dr. Rebecca Lawson, also serves as FMU's ADA officer. Dr. Lawson assists learners in determining reasonable accommodations, and acts as a liaison between learners and faculty in achieving appropriate accommodations for learners. The experience of DON faculty to date has been with learners who require extended time for examinations, examinations read to them, and alternative testing sites. Several undergraduate learners have been successful in the program after undergoing counseling sessions using exposure therapy.

Our existing facilities and facilities maintenance plan are adequate for the current program and will continue to be evaluated to ensure that program needs are met.

Impact on Existing Programs

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain

Yes

No

This will increase the enrollment the BBA in MIS program. Some students who start in the BS Computer Science complete the first series of programming courses (CS 190, CS 226, CS 277) and then realize that the higher level computer science courses require calculus and advance math. They then change their major. This track allows those students to switch to this MIS track without loss of any of their Computer Science classes.

Financial Support

Estimated Sources of Financing for the New Costs						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding	42,592	95,832	149,072	202,312	212,960	702,768
Program-Specific Fees						
Special State Appropriation						
Reallocation of Existing Funds	20,289	45,650	71,012	96,373	101,445	334,769
Federal, Grant, or Other Funding						
Total	62,881	141,482	220,084	298,685	314,405	1,037,537
Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration and Faculty and Staff Salaries	31,147	70,081	109,015	147,949	155,736	513,928
Facilities, Equipment, Supplies, and Materials	1,240	2,790	4,340	5,890	6,200	20,460
Library Resources	2,180	4,906	7,631	10,356	10,902	35,975
Other (specify)	19,000	42,749	66,499	90,249	94,999	313,496
Total	53,567	120,526	187,485	254,444	267,837	883,859
Net Total (i.e., Sources of Financing Minus Estimated New Costs)	9,314	20,956	32,599	44,241	46,568	153,678

There are no new costs associated with this program modification. Analysis of the program financial operations shows that the program will generate revenues sufficient to cover total cost within the first year. The demand and class size of this program will provide tuition revenue to increase the school and FMU's net income over the foreseeable future. Costs of the program are based on the proportional share of this program's share of the Management Information Systems program and its proportional share of library resources and indirect costs.

Evaluation and Assessment

The evaluation and assessment of the track will continue to be assessed under the Bachelor of Business Administration program and will not be changed.

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment
PLO 1: Students will be able to apply analytical thinking to solve business problems.	SLO 1.1: Students will identify information needs when examining business problems. SLO 1.2: Students will properly interpret data. SLO 1.3: Students will construct well-reasoned solutions and conclusions.	Will be assessed using embedded questions in the BUS 458 Strategic Management Capstone Class
PLO 2: Students will be able to communicate business knowledge orally.	SLO 2.1: Students will present information in a coherent and organized manner. SLO 2.2: Students will present information using vocabulary that is proper for context. SLO 2.3: Students will present information using statements/arguments that are bolstered with appropriate evidence. SLO 2.4: Students will engage audiences in a professional manner (eye contact, proper elocution, proper mannerisms).	Will be assessed using presentations in the BUS 458 Strategic Management Capstone Class
PLO 3: Students will be able to communicate business knowledge in written form.	SLO 3.1: Students will write in a coherent and organized manner. SLO 3.2: Students will write using vocabulary that is proper for context. SLO 3.3: Students will write using statements/arguments that are bolstered with appropriate evidence. SLO 3.4: Students will write using proper grammar and syntax.	Will be assessed using presentations in the BUS 458 Strategic Management Capstone Class

Agenda Item 3s

PLO 4: Students will be able to evaluate business situations using an ethical decision-making framework.	SLO 4.1: Students will identify ethical dilemmas that arise in business situations. SLO 4.2: Students will articulate the ethical consequences stakeholders face from different decision alternatives. SLO 4.3: Students will propose and defend a recommendation for the resolution of an ethical dilemma.	Will be assessed using embedded questions in the BUS 458 Strategic Management Capstone Class
PLO 5: Students will be able to identify and appreciate the value of various forms of diversity in the business environment.	SLO 5.1: Students will recognize the varied perspectives of stakeholders. SLO 5.2: Students will describe the benefits of a diverse workforce or management team. SLO 5.3: Students will recommend actions that incorporate diverse perspectives in a business situation.	Will be assessed using embedded questions in the BUS 458 Strategic Management Capstone Class

Apart from the overall BBA program learning objectives we have specific program objectives for the MIS Systems Design Track.

1. The Program will graduate students who know how to program (CS 190, MIS 225, CS 226, CS 227, CS 313, CS 340)
2. The Program will graduate students who can use technology to solve business problems (CS 190, MIS 2225, MIS 447, MIS 467)

Will any the proposed modification impact the way the program is evaluated and assessed? If yes, explain.

- Yes
 No

Will the proposed modification affect or result in program-specific accreditation? If yes, explain; and, if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline.

- Yes
 No

Will the proposed modification affect or lead to licensure or certification? If yes, identify the licensure or certification.

- Yes
 No

Explain how the program will prepare students for this licensure or certification.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

ACAP
06/09/2020
Agenda Item 3s
 Yes
 No