PROPOSAL

BACHELOR OF APPLIED SCIENCE
with a major in
Supervision and Management

Submitted to:
The Florida Department of Education

by
MIAMI DADE COLLEGE
School of Business

September 1, 2008
Baccalaureate Program Proposal for Community Colleges
Cover Sheet

This completed cover sheet should accompany each application submitted to the Department of Education for review and approval to offer a baccalaureate program in accordance with Section 1007.33, Florida Statutes. Please submit the application by August 1 to the Commissioner of Education with a copy to the Chancellor of Community Colleges:

**Commissioner**  
Florida Department of Education  
325 West Gaines Street, Suite 1514  
Tallahassee, FL 32399-0400

**Chancellor**  
Division of Community Colleges,  
Florida Department of Education  
325 West Gaines Street, Suite 1314  
Tallahassee, FL 32399-0400

<table>
<thead>
<tr>
<th>Institution Name: Miami Dade College</th>
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<tbody>
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<tr>
<td>Degree Type (BA, BS, BAS): BAS</td>
<td>Complete Degree Program Title: Bachelor of Applied Science with a major in Supervision and Management</td>
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<td>Department: School of Business</td>
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<td>Total Number of Credit Hours in Program: 120</td>
<td>Proposed Program Implementation Date: January, 2010</td>
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**Proposed Degree CIP Code:** 52.0299  
New ☑ Existing ☐  
If this is an existing CIP, do the proposed prerequisites match those in the Common Course Prerequisites Manual? Yes ☑ No ☐  
If no, explain why

**Proposal Check List:**
- ☑ Executive Summary
- ☑ Description of Planning Process and Time Line for Implementation
- ☑ Analysis of the Workforce Need for the Baccalaureate Program, Demand for Graduates, and Impact on Other Institutions
- ☑ Alignment with K-20 Goals and Strategic Imperatives
- ☑ Academic Content and Curriculum
- ☑ Assessment of Current and Anticipated Resources to Deliver the Program
- ☑ Enrollment, Performance, and Budget Plan
- ☑ Accreditation Plan
- ☑ Plan of Action in Case of Program Termination

Date program was approved by the community college’s Board of Trustees: **June 17, 2008**
The college President’s signature affirms that all items on the Proposal Check List are included and accurate: President’s Signature:  
Date: **8/27/2005**
A. EXECUTIVE SUMMARY

Introduction
The Miami Dade College School of Business recognizes the need for supervisors and managers in a variety of disciplines and is aware of the lack of supervision and management training available for those outside of the business discipline. To provide a simple transition and articulation for associate degree graduates to achieve a four-year degree that will support higher paying careers and respond to the workforce needs of Region 23, MDC is proposing a Bachelor of Applied Science degree with a major in Supervision and Management (BAS-SM). The MDC BAS-SM is designed to enhance and complete the career pathway for Miami-Dade County Public School students studying in various academies while responding to the career education needs of associate degree graduates. The BAS will also serve those currently in the workforce who need a baccalaureate to increase career opportunities and wages.

The Bachelor of Applied Science with a major in Supervision and Management will prepare graduates for supervisory and management roles and positions in a variety of industries. The upper level coursework will include applied management practices, will prepare students for supervisory and management opportunities within their technical field and will contain more than 20% hands-on application of management and supervision principles and practices through internships and capstone experiences. This applied strategy sets the MDC BAS-SM apart from other baccalaureates in management since applied skills are considered more important than basic knowledge and skills based on employer survey (Casner-Lotto & Barrington, 2006). Employers in this study emphasized that applied skills such as Teamwork/Collaboration and Critical Thinking are “very important” to success at work.

Miami Dade and Monroe counties are facing a potential critical shortage in baccalaureate-prepared workers through the year 2020 (South Florida Workforce 2005, p. 29) as more than 80% of Miami-Dade County’s population, age 25 and over, lacks a four-year degree (MDC Institutional Research, Kendall, 2006, p. 16). Total employment in Miami Dade and Monroe counties is expected to increase by 15,765 jobs annually until 2012. According to the Florida Labor Market Statistics (FLMS, 2007) there are 33 different occupations in Region 23 that call for a BAS with a major in Supervision and Management and several of these are considered among the Fastest-Growing Occupations and Occupations Gaining the Most New Jobs between 2007 and 2015. Over two-thirds of the reported job vacancies (67.5%) in Region 23 require education or training, with high school diploma and bachelor’s degrees being the most frequently cited educational requirements (Agency for Workforce Innovation, 2006).

The focus on workforce skills and applied management practices in the proposed MDC BAS-SM degree is unique and will provide an opportunity for both A.S. and A.A. students to transfer associate degree credits to a four-year program. In general, the local four-year institutions require MDC Associate in Science graduates to take additional credits as a requirement for admission to baccalaureate programs in Management. In addition to the additional costs related to the extra course work, the extra time to complete course work can result in delayed entry into the work force and represents an additional financial burden. The approximate 2007-2008 tuition, exclusive of room & board and other fees, for a 4-year Bachelor of Science in Management degree is $139,366 at University of Miami, $102,000 at Barry University, $78,720 at Saint Thomas University, and $14,747 at Florida International University. Approximate tuition for the proposed MDC BAS with a major in Supervision and Management will be $9,720 based on 2007-2008 tuition rates.

Planning Process
MDC is proposing to offer the MDC BAS-SM beginning in January 2010. This proposed degree is in direct response to:
- The lack of supervision and management education opportunities at the bachelor’s degree level for Associate in Science graduates outside of the business discipline
- The critical need expressed by local employers for employees who are prepared with supervisory and management skills
• The desire for a local and cost-effective transfer opportunities for Associate in Science and Associate of Applied Science degree graduates
• The demands of the Region 23 workforce for well-trained employees who have the skill sets provided by the proposed BAS-SM.

Planning and preparation for the MDC BAS-SM began in October 2007 when a committee was established to explore the need and demand for the degree as well as potential benefits for the Miami Dade community, area workforce, and MDC. The committee membership included School of Business faculty and administration, Kendall Campus Dean of Administrative Services, Kendall Campus Registrar and staff members from the library and learning resources divisions of the Kendall campus.

Prior to contacting students, alumni or industry representatives, the Planning Committee evaluated Florida K-20 strategic initiatives and reviewed labor trends and statistics that were relevant to Florida Region 23. To measure the interest for the proposed MDC BAS-SM degree, the Planning Committee conducted student focus groups of current MDC students in early January, 2008 prior to conducting student surveys. Focus group feedback provided immediate evidence that there is significant student interest in the BAS degree from the School of Business and beyond. The committee, in cooperation with MDC’s Institutional Research Office, then developed and conducted student surveys in January 2008 which showed strong support for the MDC BAS-SM, with 76% (232) of students who completed the survey as of January 31, 2008 (n = 306) reporting that they would enroll in the MDC BAS-SM if it were offered at Miami Dade College. The Planning Committee continued its work and research through August, 2008 by collecting and analyzing data from industry and alumni surveys.

Based on the research, the feedback from focus groups and industry leaders, MDC conducted a faculty driven curriculum development process to address the need for a BAS with a major in Supervision and Management. The committee consulted business leaders from the Miami area, including representatives from the Greater Miami Chamber of Commerce and the Region 23 Workforce Investment Board, to identify work force requirements and necessary skill sets required for BAS level jobs. Participating business leaders included representatives from the travel and tourism, financial services, information technology, food services, retail services and health care industries.

Workforce Needs/Demands
Supervisory and managerial positions are not limited to a defined occupation or industry and industries that may employ BAS graduates are determined by several factors, including the discipline of the technical course work selected by the student. According to South Florida Workforce (2005, p. 19), professional and business services, along with health and education services, are expected to provide long-term growth trends for South Florida and will generate more than half of all new jobs in South Florida between 2004-2012. Professional and business services include professional, scientific, and technical services; management of companies and enterprises; and administrative and support services. Health and education services include privately owned establishments in the educational services sector and the health care and social assistance sector. All of these growth areas have potential need for managers and supervisors.

A 2010 workforce talent deficit is expected for most of the industrialized world. In the United States 79 million baby boomers will retire between 2010 and 2020, but according to 2005 U.S. Census Bureau data, only 40 million members of Generations X and Y are set to replace them (Gordon, 2007). In South Florida, between 2004-2012, more jobs will be generated due to job separation, specifically through retirement and death, than will be generated by economic growth (South Florida Workforce 2005, p. 19). These data are significant because they address the potential supervisory and management level positions that will be opening in the next few years because of retirement. The MDC BAS-SM will help to prepare workers to assume these mid-level and upper-level positions.

Student focus groups and survey results show that there is a significant level of interest in the MDC BAS-SM among current Miami Dade College students. Prior to conducting student surveys, student focus groups were held at four different campuses. More than half (58%) of the 80 focus group participants said they would be interested in enrolling in a BAS with a major in Supervision and Management at MDC. These focus group results were later reinforced by student survey results. Business leaders from Region 23 also showed support for the degree by stating that the BAS would address a critical need for employees with managerial and supervisory skills as many within their organizations have the technical skills needed for the job but lack the managerial skills needed for upward mobility in an organization.
Academic Content and Curriculum
The proposed Bachelor of Applied Science with a major in Supervision and Management degree is a 120 credit hour program. The upper division coursework includes more than 20% (11 credits) of experiential learning through internships, applied course work and a culminating applied capstone project.

The curriculum allows for 21 credits of electives, allowing appropriate opportunity for Associate in Science graduates to complete the general education courses and allowing Associate in Arts graduates the opportunity to complete credits in an occupational/technical area, e.g., hospitality, computer science, business, web design, etc.

The upper-division supervision and management courses (39 credits) provide students with a general but comprehensive understanding and command of practical management and supervisory skills. Upper level course work includes a variety of supervisory and management related courses such as human resource management, leadership, organizational behavior, strategic management, customer relations and strategic decision-making.

Assessment of Current and Anticipated Resources to Deliver the Program
Initially, the BAS program will be housed at Miami Dade College’s Kendall Campus with major course work offered at Kendall and general education courses available at most MDC campuses. The majority of facility and academic infrastructure already exist for this program, having minimal impact on start up costs. Minor modifications may be necessary to classrooms and labs to accommodate components of program instruction. Only the addition of computer and multimedia equipment in current classrooms is expected. Kendall Campus has forty-three (43) business classrooms, two (2) classroom computer labs and a business resource center complete with computers and tutoring services. During the first two years of the program (2009/2010 & 2010/2011), it is expected that the current classroom resources will be sufficient. By year 3 (2011/2012), however, two additional classrooms will be needed. This classroom space is available currently and only technology updates are needed.

The MDC Kendall Campus Library has an estimated print and electronic book collection of 9,761 in areas related to Supervision and Management (e.g. leadership, legal ethical aspects, decision-making, business and strategic planning). In order to establish the four-year degree program requirements in the curricular areas, it will be necessary to acquire approximately 10,000 titles. The MDC Kendall Campus Library has an extensive collection of print journals and has access to a wide variety of databases with more than 1500 full text business journals. As the college currently subscribes to a large number of databases that contain journals which are relevant to both two-year and four-year degrees, the need for additional databases is minimal. To reach the book collection, personnel and database needs, library resource and support costs are expected to be $169,727 over the first few years of the program.

The School of Business has 22 full time faculty members, three of whom have a terminal degree. To ensure that 30% or more of the upper division classes will be taught by doctorally prepared instructors, MDC will need to hire one full-time, doctorally prepared faculty member in 2009-2010. Based on projected enrollment and the number of upper division courses offered as a result of this increased enrollment, MDC will need to hire part time, doctorally prepared faculty members equal to one full time equivalent in 2010-2011 and part time, doctorally prepared faculty members in 2011-2012 equal to two full time equivalents. MDC would need 1 full-time BAS Program Coordinator in 2009-2010, 1 part-time student advising staff member in 2010-2011 , and 1 additional part-time student advising staff member in 2011-2012.

The BAS with a major in Supervision and Management program is expected to be self-supporting after the third year of enrollment.