



# ACADEMIC PROGRAM ACTIONS

USC Columbia, Lancaster, Salkehatchie, Sumter & Union campuses

# APA

**INSTRUCTIONS:** This form is used to create, change or terminate an academic program.

Date: 11/5/2009

Campus: Columbia College/School: Education

Department (if applicable): Educational Leadership

Undergraduate  Graduate

### TYPE OF ACTION (Select the appropriate action(s) from the drop down lists below.)

New Major (Graduate)

Other (please specify)

### PROGRAM INFORMATION

Degree/Certificate Program Name Master's of Education

Major/Minor/Concentration Name (if different from above) Higher Education Business Administration

Degree Level Master's # of Credit Hours 39

### REQUIRED ATTACHMENTS (The following documents must be attached to this form before submission)

- Justification Form (JUS)
- "Before" and "After" bulletin description on two-column Bulletin Change Form
- List of program-related courses
  - Appropriate course action forms for all program-related courses
- Letters of concurrence from impacted academic units, campuses and/or Dean of Education

### PROPOSED EFFECTIVE DATES

Proposed Effective Term for change to database:

Year: 2010  Fall  Spring  May Session  Summer I  Summer II

*Program Terminations - Please indicate when the program will cease **admitting** students:*

Year:   Fall  Spring  May Session  Summer I  Summer II

*Program Terminations - Please indicate when the program will cease **conferring** degrees:*

Year:   Fall  Spring  May Session  Summer I  Summer II

### PROGRAM DELIVERY METHOD

Please note that it may take up to two years prior to program implementation to process requests for new, distance-delivered programs, depending on the complexity of the proposal. Please contact your Dean's Office or see [www.sc.edu/provost/acadprog](http://www.sc.edu/provost/acadprog) for more information.

Distance Delivery System:  Streaming Video 50 %  
 CD/DVD  %  
 Web-based 25 %  
 Other (Please specify)  %

Program Delivery Method: 25 % Traditional 75 % Distance

(If program is to be offered 50% or more using distance delivery and/or at an off-campus location, please notify Department Chair.)

**PROGRAM DELIVERY LOCATION**

Program Delivery Location: 100 % On-Campus \_\_\_\_\_ % Off-Campus  
 (If program is to be offered 50% or more using distance delivery and/or at an off-campus location, please notify Department Chair.)

Proposed Location of Program: Wardlaw College, Business Admin Columbia SC USA  
Facility Address(es) City State Country

**IMPACT ON OTHER ACADEMIC UNITS & CAMPUSES**

1) Does the proposed change affect the curriculum, students or academic interest of any other unit at USC Columbia or on a USC Regional Campus?  Yes  No

If yes, identify which unit(s)/campus(es) Darla Moore School of Business in Columbia  
 How? This is a collaborative program that includes both Education and Business coursework.  
 (If yes, please attach letters of concurrence from relevant units and/or the Office of System Affairs.)

2) Is the proposed program change designed for P-12 school personnel and/or to prepare graduate students to work in P-12 schools?  Yes  No

How? \_\_\_\_\_  
 (If yes, please attach letter of concurrence from Dean of Education.)

**CONTACT INFORMATION**

Contact Person: Michelle Maher Associate Professor  
Print name Title  
mmaher@mailbox.sc.edu (803) 777-3084  
Email Address Phone Number  
*Michelle Maher* 11/9/2009  
Signature Date

**REQUIRED APPROVALS**

<p><b>UTS Distance Education (if appropriate):</b></p>	<p><u>Steve Adams</u>  <small>Print name</small>  <u>adams@sc.edu</u>  <small>Email Address</small></p>	<p>_____  <small>Signature</small>  <u>(803) 777-0460</u>  <small>Phone Number</small></p>	<p>_____  <small>Date</small></p>
<p><b>Department Chair:</b></p>	<p><u>Katherine Chaddock</u>  <small>Print name</small>  <u>chaddock@mailbox.sc.edu</u>  <small>Email Address</small></p>	<p><u><i>Katherine Chaddock</i></u>  <small>Signature</small>  <u>(803) 777-6236</u>  <small>Phone Number</small></p>	<p><u>11/10/09</u>  <small>Date</small></p>
<p><b>Academic Dean:</b></p>	<p><u>Irma Van Scoy</u>  <small>Print name</small>  <u>ivanscoy@mailbox.sc.edu</u>  <small>Email Address</small></p>	<p><u><i>Irma Van Scoy</i></u>  <small>Signature</small>  <u>(803) 777-3075</u>  <small>Phone Number</small></p>	<p><u>1-5-09</u>  <small>Date</small></p>
<p><b>Dean of the Graduate School:</b></p>	<p><u>Jim Buggy</u>  <small>Print name</small>  <u>buggy@sc.edu</u>  <small>Email Address</small></p>	<p>_____  <small>Signature</small>  <u>(803) 777-4243</u>  <small>Phone Number</small></p>	<p>_____  <small>Date</small></p>
<p><b>Academic Program Liaison (APL):</b></p>	<p><u>Irma Van Scoy</u>  <small>Print name</small>  <u>ivanscoy@mailbox.sc.edu</u>  <small>Email Address</small></p>	<p><u><i>Irma Van Scoy</i></u>  <small>Signature</small>  <u>(803) 777-3075</u>  <small>Phone Number</small></p>	<p><u>1-5-09</u>  <small>Date</small></p>

Graduate Council  Faculty Senate

Date of Faculty Governance Approval (if appropriate) \_\_\_\_\_



# BULLETIN CHANGE FORM

# BCH

USC Columbia, Lancaster, Salkehatchie, Sumter & Union campuses

**INSTRUCTIONS:** Please attach the proposed language changes exactly as they are to appear in the Bulletin. A two-column format showing both the old wording (left column) and the new wording (right column) is required.

Date: 11/5/2009

Campus: Columbia College/School: Education

Department (if applicable): Educational Leadership

Bulletin Version:  Graduate  Undergraduate

Internet or web link to Bulletin Entry: [http://bulletin.sc.edu/preview\\_entity.php?catoid=2&ent\\_oid=5](http://bulletin.sc.edu/preview_entity.php?catoid=2&ent_oid=5)

**CURRENT BULLETIN LANGUAGE**  
(text to be deleted in new version show as strikethrough)  
*Please note that text should be formatted in Word to show strikethrough. Then, cut and paste the text into the space below.*

**NEW LANGUAGE OR PROPOSED CHANGE TO BULLETIN**  
(new text shown as underlined)

Higher Education Business Administration (M.Ed.)

The master's degree in Higher Education Business Administration is designed to prepare individuals for mid-level administrative positions in higher education institutions in such areas as finance and planning, information technology, human resources, and university advancement.

Admission

The faculty of the Higher Education Business Administration Program make recommendations for admission to The Graduate School based upon five criteria: academic record, GRE or MAT scores, related work and leadership experience, letters of recommendation, and the personal statement. It is anticipated that students accepted into the Higher Education Business Administration Program will have an UGPA of 3.3, and either an average GRE score (verbal plus quantitative) of 1100 (no less than 450 on either verbal and quantitative sections), an average MAT score of 415, or an average GMAT score of 570 (no less than 25th percentile on either verbal and quantitative sections).

Degree Requirements

All master's degree candidates must complete at least 39 hours of coursework. The curriculum will be offered in a lock-step cohort format, and includes 21 hours of Higher Education and 18 hours of Business Administration coursework.



# BULLETIN CHANGE FORM

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## Coursework (39 Hours)

### 1. Higher Education Coursework (21 Hours)

- EDHE 720: Advanced Study in Adult Education (3)
- EDHE 736: Financial Aspects of Higher Education (3)
- EDHE 737: Legal Aspects of Higher Education (3)
- EDLP 809: Field Problems in School Administration (3)\*
- EDHE 830: Organization, Administration, and Governance of Higher Education (3)
- EDHE 833: Contemporary Trends/Issues in Higher Education (3)
- EDHE 839: Institutional Assessment in Higher Education (3)

### 2. Business Administration Coursework (18 Hours)

- ACCT 729: Managerial Accounting (3)
- DMSB 723: Leadership & Ethics (3)
- ECON 530: The Economics of Education (3)
- MBAD 702: Strategic Management.(3)
- MGMT 771: Organization Theory and Design (3)
- MKTG 701: Marketing Management (3)

\*Serves as the action learning capstone course and will include a comprehensive exam.



# JUSTIFICATION FORM

USC Columbia, Lancaster, Salkehatchie, Sumter & Union campuses

# JUS

**INSTRUCTIONS:** *Please attach a statement explaining the justification for the proposed program or course action.*

Date: 11/5/2009

Campus: Columbia College/School: Education

Department (if applicable): Educational Leadership

Undergraduate  Graduate

### Justification:

The dynamic and increasingly global arena in which today's postsecondary education occurs creates a demand for innovative graduate educational experiences to prepare the next generation of higher education administrators. Administrators of higher education entities contend with an ever-changing higher education marketplace where public and private support for higher education dwindles while the local, national, and global environments create increasing competition and complexity. Their success requires that they develop the skills, expertise, business acumen, and practical experience necessary to manage and lead the business of higher education. The College of Education and The Moore School of Business at the University of South Carolina (USC) propose to respond by collaborating to offer an innovative Master of Education in Business Administration degree that combines the critical components defining educational leadership within a business context.

Currently, USC offers a Master of Education in Higher Education and Student Affairs for those preparing to secure positions in student support services. The curricular content and course delivery methods of this degree are designed primarily for in-residence, full-time students who have recently earned their baccalaureate degrees and who will seek entry level employment in campus student services or general administration.

In contrast, the new M.Ed. in Higher Education Business Administration will educate current professionals in postsecondary educational settings (from early career employees to seasoned executives) of higher education. The program will incorporate distance learning, multi-modal systems as well as some limited face-to-face instruction. Its curriculum will emphasize contemporary managerial techniques, strategy, planning, and analysis that create administrative and leadership excellence for the enterprise of higher education.

### Anticipated Program Demand and Productivity:

Because the program will rely heavily on distance learning, anticipated enrollment will be drawn from employees of public and private two- and four-year colleges, proprietary colleges, adult training entities, research universities, and related units and programs in South Carolina, the southeastern United States, and beyond.

To assess initial interest, current students and alumni of the USC Master's in Higher Education and Student Affairs program, as well as current students and alumni of the USC Technical College Leadership Certificate program, were informed of the program and surveyed on their interest. Thirty responded to our request for their feedback. Of these, 26 (86.7%) indicated that the proposed curriculum and timeline would attract individuals interested in pursuing a career in higher education, while 28 (96.6%) indicated that the proposed curriculum and timeline would attract individuals currently employed in higher education. Further, according to the National Association of Student Personnel Administrators, nationally, over a hundred Master's of Higher Education Administration programs are currently offered. Of these programs, only one is delivered primarily through distance education. Thus, the prospective student pool for our program appears to be quite significant.

### Assessment of Extent of Proposed Program Duplication:

No similar interdisciplinary-based Master of Education in Higher Education Business Administration programs are currently offered in South Carolina, the southeastern United States, or on the academic common market. Several institutions offer similar course content, but each program is different in focus, course delivery, and scope. One such college is the University of



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Michigan which offers a dual M.A. in Higher Education and M.B.A. in Business. The course content and focus for this three-year program is similar to the proposed program; however, the three-year program is based almost exclusively on face-to-face instruction of full-time students. Similarly, institutions offer a M.B.A. in Higher Education Management such as the University of London. However, the scope, content, and program design for the proposed M.Ed. in Higher Education Business Administration is both unique and innovative compared to the current program offerings nationwide. Finally, the proposed program will distinguish itself through the high-quality multi-modal distance education and face-to-face instructional experiences.

#### Relationship of Proposed Program to Existing Programs:

As noted above, the current Master of Education in Higher Education and Student Affairs prepares students, mostly pre-professional, to secure positions in student support services. In contrast, the proposed degree is focused on business demands and practices necessary for successful business management of higher education institutions –largely in areas such as advancement, financial management, facilities management, information management, human resources management, extension and continuing education, etc.

Relationship of Proposed Program to Other Institutions: As noted above, no similar M.Ed. program exists in the academic market; however, a few examples of M.A./M.BA. and M.BA. programs, such as those cited above, are currently offered.

#### Course Adaptations:

All courses for proposed program are currently listed in the USC Bulletin. A majority of these are approved for distance delivery. For the few courses not yet approved for distance delivery, appropriate paperwork will be submitted to request distance delivery designation.



November 7, 2009

RE: Proposed Master of Education in Higher Education Business Administration

To Whom It May Concern,

The Darla Moore School of Business has been collaborating with the College of Education on the proposed Master of Education in Higher Education Business Administration degree for over a year and is in full support of the degree.

An inter-college memorandum of understanding is under development that will clearly articulate the support structure and oversight of the collaborative degree program.

Thank you for your consideration and please do not hesitate to contact me if you have any questions.

Respectfully,

Greg Niehaus  
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Darla Moore School of Business  
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