



**Docket Item:**

Community College Approval: Lane Community College, AAS in Business Management, within 52.0201- Business Administration and Management, General.

**Summary:**

Lane Community College proposes a new degree program in Business Management. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

**Staff Recommendation:**

The HECC recommends the adoption of the following resolution:  
RESOLVED, that the Higher Education Coordinating Commission approve the following program: AAS in Business Management.



**Lane Community College seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to an AAS in Business Management.**

**Program Summary:**

Students completing the Business Management Associate of Applied Science (AAS) degree will be prepared for positions in management, marketing, and accounting. The degree includes electives to enable students to focus on one business area or develop a general background prior to assuming management positions.

**1. *Describe the need for this program by providing clear evidence.***

According to the most recent data available from the Oregon Employment Department, employment in this occupation in 2014 was much larger than the statewide average for all occupations. The total number of job openings is projected to be much higher than the statewide average number of job openings for all occupations through 2024. This occupation is expected to grow at about the statewide average growth rate for all occupations through 2024. Reasonable employment opportunities exist. This AAS degree provides both a core of business management educational outcomes and the ability for students to flexibly opt for in-depth knowledge in one or more areas or broad knowledge across the business and management curriculum. See the Labor Market Information worksheet for additional detailed data on projected job openings and earning potentials.

**2. *Does the community college utilize systemic methods for meaningful and ongoing involvement of the appropriate constituencies?***

Lane Community College has designed this new Business Management program in response to student, community, faculty, and staff feedback. This program will be monitored and overseen by the Business Department's long time established advisory committee upon approval. The program has been recommended by the business advisory committee, including representation from private and public industry, and faculty; and the Eugene Chamber of Commerce Committee for the Emerald Valley High Performance Enterprise Consortium. The Advisory Committee comprised of private and public sector employers sponsors an annual Job Fair for Business Students at Lane. Program collaboration supporting PK-20 system integrations/ student transition includes Articulation Agreements with nine (9) area High School Districts for Business courses. Additionally, Lane offers the ASOT-Business which includes articulation agreements with all the Oregon public Universities. The collaborative systems support student transitions from secondary education through post-secondary education.

3. ***Is the community college program aligned with appropriate education, workforce development, and economic development programs?***

This program has multiple entry points, including students currently in high school (through Lane's College Now Credit program), students recently out of high school, and students who have been in, or are currently in, the workforce. Credits transfer seamlessly from College Now courses to Lane. For the transfer courses, credits transfer to the Oregon public Universities as per the established articulation Agreements. The program will continue to be monitored and overseen by the Business advisory committee. This program teaches skills that lead to professional growth and advancement opportunities; it is a body of study that prepares the student for management and corporate position responsibilities.

4. ***Does the community college program lead to student achievement of academic and technical knowledge, skills, and related proficiencies?***

This program contains specific coursework for business and management as well as related instruction as required by state and by the accrediting body, Northwest Commission on Colleges and Universities (NWCCU), for the College. Each course identified for the program has specific learning outcomes that are part of the overall program goals. The program provides for specific learning outcomes as recommended by Lane's Business Department Advisory Committee. Courses for this program will be offered and published in the regular college class schedule, as well as promoted at employer sites and at the satellite campuses. Individual courses are already approved with the State of Oregon; new courses have been developed and approved through the curricular process. Course outlines are on file with The Business Department Dean's Office. Through distributed offerings and flexible scheduling, it removes some time and place barriers that current business students face in attempting to complete our AAS programs, and increases completions. The Business Management Program will be part of Lane's formal Program Review process.

5. ***Does the community college identify and have the resources to develop, implement, and sustain the program?***

This program utilizes existing curriculum. Courses are previously approved courses, and exist within previously approved programs. A new course in Operations Management will be developed as part of the program. Courses for this program are currently being taught at the College and online. The College is in process of hiring a new full time contracted Faculty to lead and implement the Business Management Program.

### ***Assurances***

Lane Community College has met or will meet the four institutional assurances required for program application.

1. ***Access.*** The college and program will affirmatively provide access, accommodations, flexibility, and additional/supplemental services for special populations and protected classes of students.

2. *Continuous Improvement.* The college has assessment, evaluation, feedback, and continuous improvement processes or systems in place. For the proposed program, there will be opportunities for input from and concerning the instructor(s), students, employers, and other partners/stakeholders. Program need and labor market information will be periodically re-evaluated and changes will be requested as needed.
3. *Adverse impact and detrimental duplication.* The college will follow all current laws, rules, and procedures and has made good faith efforts to avoid or resolve adverse *intersegmental* and *intra*segmental impact and detrimental duplication problems with other relevant programs or institutions.
4. *Program records maintenance and congruence.* The college acknowledges that the records concerning the program title, curriculum, CIP code, credit hours, etc. maintained by the Office are the official records and it is the college's responsibility to keep their records aligned with those of the Office. The college will not make changes to the program without informing and/or receiving approval from the Office.