



NORTHERN ARIZONA UNIVERSITY

UCC/UGC/ECCC

Proposal for New Academic Plan, Plan Change, or Plan Deletion

FAST TRACK (Select if this will be a fast track item. Refer to UCC or UGC Fast Track Policy for eligibility)

If this is a new plan proposal and the plan is not listed in the current NAU academic program inventory, then you must complete the "Proposal to establish a New Degree" form.

If this proposal represents changes to the intent of the plan or its integral components, review by the college dean, graduate dean (for graduate items) and/or the provost may be required prior to college curricular submission.

1. Effective beginning **Spring**: 2013
See effective dates calendar

2. College: Extended Campuses 3. Academic Unit: Personalized Learning

4. Academic Plan Name: Bachelor of Arts 5. Emphasis: Small Business Administration

6. Plan proposal: New Plan* Plan Change** Plan Deletion
 New Emphasis Emphasis Change Emphasis Deletion

8. Current / New* catalog plan text in this column. Cut and paste, in its entirety, from the current on-line academic catalog: (<http://www4.nau.edu/aio/AcademicCatalog/academiccatalogs.htm>)

Bachelor of Arts in Small Business Administration

The Bachelor of Small Business Administration degree will provide real-world knowledge and skills, and immerse students in complex business issues and develop analytical skills to help make effective business decisions. Innovative and engaging, NAU's Personalized Learning Small Business Administration (SBA) program provides a new era education, whereby future business leaders are immersed into an individualized and customized, competency-based program that will teach theory and application, while engaging students in entrepreneurial thought and action. The PL SBA program is designed around an interactive, multimedia, online learning environment that will drive students' understanding of contemporary business issues based on specifically identified "best practices" and National Standards for Entrepreneurs.

If you have already started a business, this program teaches you how to take your business to the next level, by teaching you how to successfully manage and grow your business by exploring proven operational and management practices, while offering one-on-one, faculty mentoring.

If you are new to the business world, this program will give you a foundation where you can gain business-related skills through workplace-relevant projects and internship opportunities in order to build your resumé and take your career to the next level. It will help you build an understanding of what an entrepreneur should be, in order to envision and navigate change, understand global perspectives, and integrate yourself into a true business community.

This program includes opportunities for internships, where you will gain real-world experience in small business management. As a capstone project, you will synthesize all of the program's learning experiences by completing a thorough and well-written business plan for a business idea.

Availability: This degree is offered only through Personalized Learning, an innovative, online, self-paced, and competency-based option. Students will be part of the "Personalized Learning" campus.

Structure: Degrees offered via Personalized Learning are intended to be completed as an integrated degree program. As designed, students will benefit by earning their baccalaureate degree via Personalized Learning. If transfer to a non-competency-based degree is desired, students will be guided by mentors about an individualized approach.

Since this degree and its courses are offered only through Personalized Learning, Personalized Learning students wishing to change to another degree program should work

with a Personalized Learning faculty mentor for any questions regarding the applicability of course work completed through Personalized Learning to any other plan of study at NAU. Students needing to discontinue the pursuit of a degree via Personalized Learning should alert a Personalized Learning faculty mentor as early as possible to maximize actual course credit earned.

Students wishing to take specific online courses for transfer to another university are encouraged to explore session-based single courses offered via the online campus (link), keeping in mind that acceptance of NAU transfer credit at other institutions is based on that institution's policies.

Admission: Admission requirements to Personalized Learning include NAU's undergraduate admission standards as well as the completion of a Readiness Assessment. Prior to admission to the University, a Personalized Learning admission specialist guides prospective students through a series of steps to determine admissibility, applicable prior credit, preparedness via the Readiness Assessment, and degree selection. After these steps are complete, admissible students are directed to complete an account information form. This form replaces the traditional NAU application.

Students may demonstrate competency through performance on pre-tests. Some courses may have departmental pre-requisites required by students in other majors. Any pre-requisites not fulfilled with transfer credit may be met by successfully completing a pre-test; however credit will not be granted for that completion.

This degree is offered only through the Personalized Learning program. Work with an advisor for any questions regarding the applicability of course work completed through Personalized Learning to any other plan of study at NAU.

Term: Personalized Learning is not based on the traditional semester/term calendar. Students may start the six-month subscription period any time after all admission and enrollment requirements are met, and the enrollment period is six months from that date. The subscription model allows the student to complete coursework at an individual pace, making accelerated degree-completion possible.

Grading/Transcripts: Students complete coursework at an individualized pace to successful completion. Students cannot fail a course; instead, they simply return to the academic content for continued study. A grade of 86% is the lowest passing grade and denotes competency. At successful completion of a Pre or Post-Test with a score of 86% or higher the student is offered the opportunity to achieve Mastery. The Mastery can be a certification, a test, a presentation, a paper, case study, or other form of assessment. Students achieving 95% or higher on the Mastery assessment receive Mastery Status. The Student is offered only one chance to achieve Mastery for a given Lesson.

After passing either the Pre or Post-Test, if the student chooses not to pursue Mastery or does not achieve Mastery he or she will receive a grade of "B" toward the traditional transcript and a notation of "Competency Met" on the enhanced Personalized Learning competency transcript. If the student achieves Mastery, he or she receives an "A" toward

the traditional transcript and a notation of "Mastery" on the enhanced Personalized Learning competency transcript.

Every student has two transcripts: one is the traditional official institutional transcript with standard three-hour courses that is most useful if a student wants to apply to graduate school or transfer to another institution; the second is an enhanced transcript that describes the skills and competencies employers want.

Standard university undergraduate degree requirements apply to all programs offered via Personalized Learning.

While Personalized Learning does not follow NAU's semester model, posting of grades and competencies to the student's transcript follows the grading schedule determined by the Office of the Registrar (<http://nau.edu/registrar/>). Thus, the time between a student's course completion and grade posting can vary.

Pre-Requisites: Some courses may have departmental pre-requisites required by students in other majors. Any pre-requisites not fulfilled with transfer credit may be met by successfully completing a pre-test; however credit will not be granted for that completion.

Transfer Credit: NAU's undergraduate transfer credit acceptance policies apply to programs offered via Personalized Learning in addition to the following Personalized Learning-specific policies:

If you have completed an Associates of Arts (AA) degree or an Associates of Science (AS) degree, you will have fulfilled all minor requirements for a Personalized Learning degree. An Associate of Applied Science (AAS) will fulfill minor requirements for your degree except where precluded by degree program policy. **The minor requirement is waived for students who transfer in 64 units from a regionally accredited institution.**

Students with an accredited Bachelor's degree who are pursuing a Second Bachelor's Degree (also known as Post-baccalaureate Degree) via Personalized Learning have fulfilled all minor requirements for a Personalized Learning degree program. If your first Bachelor's degree is from a regionally accredited institution, Northern Arizona University's Liberal Studies and Diversity requirements are not required.

Students may demonstrate competency gained outside accepted transfer credit—such as career experience or professional certification—through performance on pre-tests.

To earn the Bachelor of Arts in Liberal Arts degree, you must complete 16 competencies equaling at least 120 units of course work:

- 34 competencies of General Education, equaling 35 units of General Education Requirements. These competencies can also be satisfied with the transfer of an AGECE. Major course work may not be multiply- used in the General Education

Requirements.

- 6 competencies (18 NAU hours) of a Minor in Computer Information Technology, OR 7 competencies (18 NAU hours) in a Minor of Liberal Arts. A student transferring in a completed Associate's degree is not required to do a minor.
- 15 competencies equaling 57 units of NAU Major courses
- 16 competencies of modern language courses for a Bachelor of Arts equaling 16 units of NAU language courses. Spanish 102- 203 (4th semester proficiency) is available through Personalized Learning; other modern languages may be accepted through test or transfer credit.
- Electives as needed to reach 120 hours of coursework.

Personalized Learning Competencies for the Bachelor of Arts in Small Business Administration:

15 Competencies – Completion of these competencies will result in the awarding of credit for NAU classes (see below):

- C1.** Demonstrate concepts and processes associated with successful entrepreneurial performance.
- C2.** Examine the personal traits/behaviors associated with successful entrepreneurial performance.
- C3.** Examine fundamental business concepts that affect business decision-making.
- C4.** Employ concepts, strategies, and systems needed to interact effectively with others to ensure high performance in the workplace.
- C5.** Acquire concepts and procedures needed for basic computer operations in a small business setting.
- C6.** Evaluate the economic principles and concepts fundamental to entrepreneurship/small-business ownership.
- C7.** Analyze personal money-management concepts, procedures, and strategies.
- C8.** Explore concepts and strategies needed for career exploration, development for co-requisites for becoming a successful entrepreneur.
- C9.** Examine the financial concepts and tools used in making business decisions.
- C10.** Investigate the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff.
- C11.** Break down the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making.
- C12.** Explore the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas.
- C13.** Employ and audit the processes and systems implemented to facilitate daily business operations.

- C14.** Examine and integrate the concepts, strategies, and systems that businesses implement and enforce to minimize loss.
- C15.** Understands the processes, strategies, and systems needed to guide the overall business organization.

Course Credit Earned (54 NAU units) – Major Courses:

1. BBA 291: *Economic Analysis and Business Law* (3)
2. STAT 272: *Applied Business Statistics* (3)*
3. ENTY 240: *Introduction. to Entrepreneurship* (3)
4. NAUY 300W: *Dynamic Organizations* (3)
5. NAUY 310: *Leadership in the 21st Century* (3)
6. ENTY 320: *Innovation and Creativity* (3)
7. BBA 320: *Managerial Finance* (3)
8. BBA 330: *Supply Chain Management* (3)
9. ENTY 360: *New Venture Creation, Growth & Strategy* (3)
10. ENTY 380: *Entrepreneurial Funding and Plan Development* (3)
11. BBA 405: *Entrepreneurship and Small Business Management* (3)
12. ENTY 430: *Entrepreneurship & New Media Marketing* (3)
13. ENTY 440: *Project Management* (3)
14. BBA 440: *Human Resource Management* (3)
15. BBA 290: *Managerial Accounting and Financial Analysis* (3)
16. BBA 300: *Principles of Management in a Global Economy* (3)
17. BBA408: *Internship* (6)
18. NAUY 470C: *Capstone* (3)

**Students transferring in an applicable statistics course are not required to complete STAT 272. Work with an advisor to determine applicability of transfer course work.*

Choose one:

6 Competencies in Computer Information Technology (18 NAU Hours) OR 7 Competencies in Liberal Arts Minor (18 NAU Hours)

16 Competencies of Modern Language

Course Credit Earned (16 NAU hours) – Language Courses:

SPAN 102
SPAN 103
SPAN 202
SPAN 203

9. Please list the Learning Outcomes of the Plan/Emphasis (see degree major assessment webpage <https://www4.nau.edu/assessment/main/degree/plansandreports.asp>), if applicable to the proposal. Please see competency document; attached.

10. Will this proposal affect other plans, sub plans, or course offerings, etc.? Yes No
If yes, describe the impact and attach written responses from the affected academic units prior to college curriculum submission.

11. Does this proposal have the support of the Dean's office, including sufficient resources to administer the plan? Yes No

12. Is this plan currently offered at the same academic level by any other academic unit at NAU? Yes No

If yes, list the plan(s) with duplicate material. If the duplication is great than 20%, explain why NAU should establish the plan.

13. Justification for plan proposal.

The major in Small Business Administration gives students a broad general education that is built around work place competencies. The major in Small Business Administration fulfills Extended Campuses' Work Force and Access missions.

Answer 14 for UCC/YCC only:

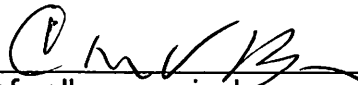
14. Will this requirement be a Student Individualized Plan? Yes No
- (Due to the flexible nature of Student Individualized Plans, selecting yes will require the requesting academic unit to submit an exception for every student in this plan. These exceptions outline the approved individual requirements for encoding by Degree Progress staff in the system).*

Elizabeth Morrison

Reviewed by Curriculum Process Associate Date

Approvals:

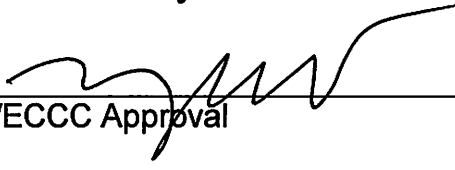
Department Chair/ Unit Head (if appropriate) Date

 12/7/12

Chair of college curriculum committee ECCC Date

Dean of college Date

For Committee use only:



UCC/UGC/ECCC Approval

12/10/12
Date

Approved as submitted: Yes No

Approved as modified: Yes No

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