



University of Hawai'i
MAUI COMMUNITY COLLEGE



EXHIBIT A

AUTHORIZATION TO PLAN ACADEMIC PROGRAM

August 9, 2002

1. **College:** Maui Community College (MCC)
2. **Department:** Professional Technology Unit
3. **Program Category:** New
4. **Program:** Applied Business and Information Technology (ABIT)
5. **Degree:** Baccalaureate
6. **Proposed Timetable for Implementation:**

The following is the general proposed timetable*:

Fall 2002	Authorization to Plan approved Begin program, course, and curriculum planning and development
Spring 2003	Submission of request to initiate joint accreditation of ABIT Baccalaureate Degree Approval of ABIT Program Proposal by University and BOR
Fall 2003	Begin offering lower division ABIT courses
Spring 2004	Begin offering upper division ABIT courses
Spring 2005	Offer additional upper division ABIT courses
Spring 2006	Grant first ABIT degrees
Fall 2006	Final approval of degree program by BOR

* Consultation is currently underway with the Accreditation Commission for Community and Junior Colleges (ACCJC) and the Accrediting Commission for Senior Colleges and Universities (ACSCU) to ensure their requirements are met.

7. Program Description:

The Applied Business and Information Technology (ABIT) baccalaureate degree will offer options to students seeking preparation in small business management, e-commerce, entrepreneurship, and related or integrated career opportunities. The ABIT degree will focus on proficiencies that address the unique challenges and advantages of island based economies, and will contribute to business innovations and solutions by taking into consideration the differences in creating and sustaining small businesses on islands. Consideration will be given to the affects of geographic isolation, smaller populations, and vulnerability to economic disruption.

The ABIT degree will provide students with a learning environment where they will develop basic business, information technology and interpersonal skills that will make them productive members of society and equip them to adapt to a frequently changing modern business world. The primary emphasis of the curriculum will be business oriented, and it will also stress the effective use of information technology.

More specifically, ABIT will explore and leverage issues related to areas such as marketing, product and service development, communications, staffing, supply-chain economics, business-to-business interactions, and e-commerce. Upon completion of the ABIT degree graduates will be able to develop and/or manage small to medium size companies, or work in management and technology positions in a variety of businesses.

Although this degree could be earned in four years taking 16-17 credits per semester, non-traditional students will be accommodated and may take longer. Some of the key learning skills students will develop include, but are not limited to:

Common Proficiencies:

Applications:

Word Processing
Database
e-mail

Spreadsheet
Presentation
Internet literacy

e-commerce:

Design
Graphics
Maintenance/updating

Development tools
Technology

General:

Communications
Customer service

Decision-making
Project management

Business Proficiencies:

- | | |
|--------------------------------|--|
| Small business skills | Entrepreneurial skills |
| Ethical business practices | Negotiations |
| Conflict resolution/management | Management |
| Finance | Economics |
| Accounting | Computerized accounting applications |
| Business law and ethics | International and domestic awareness |
| Formulating strategy | Tactics |
| Marketing | Coordination |
| Business planning | Inter-island commerce |
| Venture capital | Working with unions |
| Business type choices | Overcoming obstacles to success |
| Non-profits | Business startup procedures |
| Human resources | County, state, federal and global requirements |
| Employee/employer benefits | |

Information Technology Proficiencies:

- | | |
|--------------------|-----------------------------|
| Networking | Troubleshooting |
| Digital media arts | Systems analysis and design |
| Programming | Operating systems |
| Web development | Database development |

The specific skill sets related to each of the proficiencies identified above will be part of the focus of the development activities during the ABIT planning period.

Proposed Degree Requirements:

The initially identified list of discipline requirements designed to accomplish the above goals appears below. The specialization courses will be determined based on research - such as focus groups, advisory committees, benchmark programs, and identified industry needs. See Appendix A for benchmarks used to establish proposed curriculum.

LOWER DIVISION

First semester college orientation class:	1 credit
Written English:	6 credits
Quantitative Reasoning:	6 credits
Information Technology:	15 credits
Humanities/History:	12 credits
Oral Communications/Speech (3)	
Natural Sciences:	7 credits
One biological and one physical to include one lab	
Social Sciences:	12 credits
Macroeconomics (3)	
Microeconomics (3)	
Psychology (3)	
Accounting:	6 credits
Financial accounting (3)	
Managerial accounting (3)	
Total Lower Division:	<hr/> 65 credits

UPPER DIVISION

ABIT Orientation:	2 credits
Accounting:	3 credits
Capstone:	6 credits
Finance:	3 credits
General Education:	12 credits
Business Ethics	
Advanced Business Communications	
Business/International Law and Society	
Negotiations and Conflict Resolution	
Information Technology:	12 credits
Operations Management:	3 credits
Organizational Management:	6 credits
Marketing:	6 credits
Specialization:	12 credits
Total Upper Division:	<hr/> 65 credits

TOTAL TO GRADUATE:	<hr/> 130 credits
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8. Program Justification:

The selection of an ABIT degree is based on community and industry needs, independent reports, and perceived student benefits. In addition, positive feedback has also been received from various county and state organizations.

Newly completed information technology facilities, such as a fiber optics backbone, a new technology building, and expanded distance learning capabilities, provide a strong information technology infrastructure on the MCC campus that will support the ABIT program. Also, the ABIT degree will help meet the county and state common challenges to sustain and diversify economic development.

In addition, the ABIT degree philosophy is in keeping with the University of Hawai'i's Strategic Plan, and specifically, MCC's mission of "serving as a leader and partner in technological advancement, and economic development of Maui County."

Community and Industry Needs:

Of those who responded to a survey of 66,000 households of Maui County citizens completed in April of 2002 (Appendix B):

- Over 98% supported the addition of baccalaureate degrees at MCC
- Over 1,900 respondents expressed interest in pursuing a baccalaureate degree
- Over 96% expressed willingness to hire new graduates of these programs
- 90% would give the same importance to an MCC graduate as a UH-Manoa graduate
- Over 31% of first choices were Business or Computer Science.

In the "2001 Annual Report Employment and Training Fund Program from the Hawaii State Department of Labor and Industrial Relations"

(<http://dlir.state.hi.us/reports/ETF%20Annual%20Report%202001.PDF>):

- 93% of training for the program year 2000-2001 was done with small businesses (under 200 employees)
- Over 55% of that training was in computer-related courses; reflecting small businesspersons recognition of the need for technology training.

In the 2002 Report to the Governor, Policy Brief: Hawaii Workforce Initiatives for Economic Stimulus from the Hawaii State Department of Labor and Industrial Relations (<http://dlir.state.hi.us/reports/2002%20Part%201%20Report%20to%20Govenor.pdf>), the number one recommendation in the area of technology was:

Ensure a long-term state commitment to funding science, technology and engineering programs at all levels of education.

Independent Report Support:

County employment statistics by occupation provides indicators for future job opportunities. These statistics show strong growth projections, especially in the business and information technology areas (Appendix C).

The table below summarizes projected average annual job openings by selected occupations through 2008 that will probably require a Bachelor's degree in Business and/or Information Technology, and for which an ABIT graduate would be well positioned. The data support the formation of an ABIT degree, and demonstrate long term sustainability of the degree.

COUNTY LEVEL:

<u>Occupation</u>	<u>Average Annual Openings</u>
Executive, Administrative, and Managerial Occupations	240
Marketing and Sales Supervisors	150
Managers and Administrators, NEC	70
General Managers and Top Executives	50
Accounts, Auditors, and Financial Specialists	30
Administrative Specialty Managers	30
Line and Middle Managers	30
Office and Administrative Support Supervisors and Managers	30
Financial Managers	10
Advertising, Marketing, Public Relations, and Sales Managers	10
Education administrators	10
Property, Real Estate, and Commercial Association Managers	10
Food Service and Lodging Managers	10
Related Personnel Specialists	<u>10</u>
Totals	690
Computer Analysts/Eng/Scientists	30
Computer Support Specialists	<u>10</u>
	40

Source: Research and Statistics Office, Hawaii State Department of Labor and Industrial Relations 2001

It should be noted that these totals are conservative estimates. Only occupations considered business and/or information technology intensive were included; however, a Bachelor's degree in Business and/or Information Technology provides graduates with the ability to enter almost any profession, which makes the demand for these students even greater.

STATE LEVEL:

Projected employment data for the state also demonstrate a need for jobs that will probably require a Bachelor's degree in Business and/or Information Technology (Appendix D):

<u>Occupation</u>	<u>Average Annual Openings (except Maui County)</u>
Executive, Administrative, and Managerial Occupations	1,680
Marketing and Sales Supervisors	630
Managers and Administrators, NEC	460
General Managers and Top Executives	310
Accounts, Auditors, and Financial Specialists	300
Office and Administrative Support Supervisors and Managers	260
Administrative Specialty Managers	230
Line and Middle Managers	230
Financial Managers	60
Food Service and Lodging Managers	60
Related Personnel Specialists	60
Education administrators	50
Advertising, Marketing, Public Relations, and Sales Managers	40
Property, Real Estate, and Commercial Association Managers	<u>30</u>
Totals	4,400
Systems Analyst	130
Database Administrator	10
Computer Support Specialists	50
Computer Programmers	10
Computer Programmer Aides	10
Computer Scientists, NEC	<u>10</u>
	220

Source: Research and Statistics Office, Hawaii State Department of Labor and Industrial Relations 2001

In another study by Job Outlook 2002 (<http://www.jobweb.com/joboutlook>), eight of the listed ten degrees that employers project will be the most in demand fall within a business and information technology core curriculum:

Employers project degrees that will be in most demand*

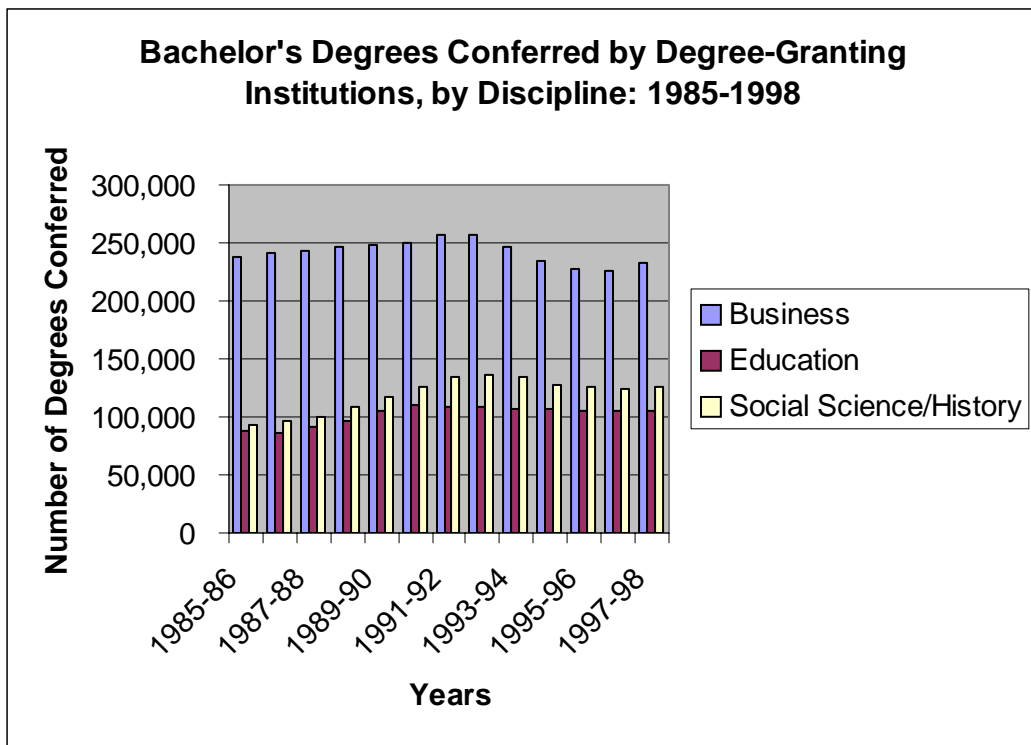
- Electrical engineering
- Computer science
- Accounting
- Business administration/management
- Mechanical engineering
- Economics/finance
- Management information systems
- Information sciences & systems
- Marketing/marketing management
- Computer engineering

* Data are for bachelor's degree candidates.
Source: Job Outlook 2002, National Association of Colleges and Employers.

Student Benefits:

An ABIT degree is one of the most versatile degrees a college student can earn. Business, after all, is the nation's common denominator, and technology is used in virtually all fields. An ABIT degree offers a graduate the possibility of various positions in many different industries, and is also applicable for someone who wants to start a business. Even if someone has entered a specialized field outside the business and information technology realm, many find themselves returning to school for these skills to remain competitive in today's global environment. In addition, an ABIT degree would prepare students for entry into graduate programs.

According to Digest of Education Statistics, 2000 for Post-secondary education (<http://nces.ed.gov/pubs2001/digest/ch3.html>), since 1986 the largest number of bachelor's degrees conferred nationwide were in the fields of business, followed by the social sciences/history, and education. Moreover, during 1997-98, the number of bachelor's degrees conferred to business programs outnumbered the next largest, social sciences/history, by a margin of almost 2:1. The data demonstrate the sustainability of a business related degree.



Additional Support:

Information on the proposed ABIT baccalaureate degree was provided to several organizations. All feedback received to date has been positive.

The BCDT investigated and researched the demand for the ABIT degree and received positive support from the MCC Academic Senate, Administration, and students. Additionally, representatives from the University of Hawaii System were informed of progress on the development of the ABIT bachelor's degree. Ongoing discussions among faculty and administration within UH System will be an important part of future developments of the ABIT degree.

The Advisory Committee for Business Careers, Accounting, Office Administration and Technology, and Hotel Operations programs, the Provost Advisory Committee and the Maui Tech Ohana have all been kept informed of developments, with their input actively requested. The Maui High Performance Computing Center (MHPCC), and other such organizations, have also been involved in discussions with people from MCC on this topic.

The Mayor of Maui County indicated support for the four-year development by agreeing to transfer the current property occupied by the MCC Student Housing and the land adjacent to MCC for expanding the current number of student housing units. The Maui Economic Development Board added its support through a resolution supporting the baccalaureate development. A presentation was made to the Maui Chamber of Commerce, which endorsed the expanding direction of MCC. The Hawaii senior U.S. Senator also pledged support for the four-year development on Maui.

Again, at this point, all feedback received to the baccalaureate development and to the specific curricular directions has been positive. There is general consensus that the ABIT degree is the right first baccalaureate degree for MCC and its Maui County community.

9. Activity to be undertaken during the planning phase:

The major activity will be program and course curricular development. Curricular development includes lower division refinements (general education and discipline focus) and upper division identification and development (core curricula for the major, other specialized foci, additional general education core requirements and capstone courses). Related activities will include items such as researching the general and specific contexts of the degree, conducting focus groups, identifying mentor programs, exploring potential internships, initiating articulation discussions, and addressing the requirements for joint accreditation as stipulated by the ACCJC and the ACSCU.

10. Does a current or proposed budget include funds or request for funds for this “program”?

Yes, as part of the “Project Two + Four = One,” \$500,000 has been allocated to examine the feasibility and develop procedures to establish baccalaureate degrees at community colleges beginning at Honolulu and Maui Community Colleges. In the first year of the Project \$162,000 was expended leaving approximately \$338,000 for the second year which will focus on specific steps supporting the ABIT and the degree selected by Honolulu CC. Additionally, resource projections for the next biennium are currently being developed to include ABIT requirements.

11. Estimate of position counts and budget implications for planning period:

The latest WASC communication to the campus indicates an expectation that the curriculum development leadership include a faculty with a terminal degree from either a business or information technology background. Anticipating that the ABIT degree would require active development over the next 2002-2003 Academic Year, at least one position would be appointed upon approval of this authorization. At least two additional faculty, or their equivalent in adjunct faculty, may also be needed. University Outreach courses will be used as appropriate to meet degree needs.

12. List of courses and student semester hours now offered by level that may be included or affected by the implementation of the contemplated program:

The following existing courses may be incorporated into the program as is, or may be modified for the program (courses below 100 are under review to be raised to 100 level):

100 Level Courses

ACC 124	Principles of Accounting I	3
ACC 125	Principles of Accounting II	3
ART 107B	Elementary Studio: Color Photography	3
ART 115	Introduction to Design	3
BCIS 161	Intro to Business Computing	3
BCIS 162	Intermediate Business Computing	3
BUS 55	Computational Problems in Business	3
BUS 120	Principles of Business	3
BUS 130	Business Communications - Oral	3
ECON 130	Principles of Economics: Microeconomics	3
ECON 131	Principles of Economics: Macroeconomics	3
ENG 100	Expository Writing	3
ICS 100	Computing Literacy and Applications	3
ICS 102	Internet Literacy	3
ICS 111	Introduction to Computer Science I	4
ICS 115	Microcomputer Applications	3
ICS 161	Introduction to Computer Graphics	3
ICS 184	Networking and Data Communications	4
MATH 115	Statistics	3
MATH 135	Pre-Calculus: Elementary Functions	3
MGT 120	Principles of Management	3
MGT 122	Organizational Behavior	3
MKT 120	Principles of Marketing	3
MKT 170	Principles of Marketing Research	3
OAT 50	Clerical Office Procedures	3
PSY 100	Survey of Psychology	3
WPRO 27	Desktop Publishing: Using PageMaker	3

200 Level Courses

ACC 201	Introduction to Financial Accounting	3
ACC 202	Introduction to Managerial Accounting	3
BCIS 261	Web Page Construction: Fundamentals and Marketing	3
BCIS 262	e-commerce Web Page Construction and Marketing	3
BLAW 200	Legal Environment of Business	3
BUS 245	Principles of Finance	3
BUS 295	Case Studies in Business	3
ENG 209	Business and Managerial Writing	3
ICS 290	Visual Basic	3
ICS 290	HTML	3
QM 252	Applied Mathematics in Business	3
TCOMM 261	Introduction to Studio Production	3

The ABIT degree program will impact the following disciplines:

Humanities/History electives	9	Communications elective	3
Natural Science electives	7	Social Science elective	3

APPENDIX A

Curriculum Benchmarks

APPENDIX B
Community Response Survey -
Maui County

APPENDIX C

**Average Annual and Total Job Openings-
1998 - 2008
Maui County**

APPENDIX D

Average Annual and Total Job Openings- 1998 - 2008 State of Hawai'i

