New Program Approval Cover Sheet
Montana State University

New program requests require Level I or II documentation as specified by the Board of Regents.
This page simply illustrates the approval process, and includes all required approvals.

Proposed New Program Information

Title (as listed on Level I or II documents): Business Management Professional Certificate
Submitted by: Stephanie Gray
Submitter’s Contact Info: Phone, Email: 994-5256, stephanie.gray2@montana.edu
Department: Program Development
College: Gallatin College

New Program Review Process

Department completes the documentation required by the Board of Regents, typically Level II for new programs, Level I for new minors if major already exists. (Regents’ Information Items are not reviewed by this process.) Some additional information required by our accrediting commission is also collected.

Department Head’s signature indicates that proposed program has been approved by the process used within the Department.

The Chair of the College Curriculum Committee signs to indicate College academic approval.

The College Dean signs to indicate that adequate resources are available to offer the program.

The Level I or II documents are uploaded to the Provost’s Office server for distribution to other committees.

Program requests are sent to the Curriculum and Program Committees (CPC). A New Programs Working Group reviews all new programs and returns a recommendation to the CPC.

Results of program reviews are sent to Faculty Senate.

Results of program reviews are sent to Deans’ Council.

Provost’s Office reviews the program request based on the input from CPC, Faculty Senate, and Deans’ Council. If approved, the proposal is sent to Board of Regents.

Level I or II documents submitted to Board of Regents. Dean and Department notified by BOG approval.

We must file “substantive change” documents with our accrediting commission and receive approval to offer any new program (degree, option, minor, certificate).

Note: This diagram illustrates the typical flow path, but at any review step there can be a request for additional information or modifications. Careful review in early steps is the best way to speed the overall process.
ITEM XXX-XXX-XXXX

Authorization to create a Business Management Professional Certificate at Gallatin College
Montana State University

THAT
The Board of Regents authorizes Gallatin College to offer a 25 credit Business Management Professional Certificate.

EXPLANATION
Based on community request and workforce demand Gallatin College would like to offer a Business Management Professional Certificate. This certificate will support current and new business owners and employees of those businesses. This certificate will provide a basic education for business success; the required courses include Introduction to Business, Accounting, Human Resource Management, Small Business Entrepreneurship, and Advertising. Students will also be required to complete 3 elective courses to complete the certificate.

As one of the fastest growing counties in the state the demand for small business support is high in the Gallatin College area.

ATTACHMENTS
Level I Request Form
Montana Board of Regents
LEVEL I REQUEST FORM

Item Number: XXX-XXXX+XXXXX  Meeting Date: Nov. 21-22, 2013
Institution: Gallatin College  CIP Code: 52.0201
Program Title: Business Management Professional Certificate

Level I proposals are those that may be approved by the Commissioner of Higher Education or the Commissioner’s designee. The approval of such proposals will be conveyed to the Board of Regents at the next regular meeting of the Board. The institution must file the request with the Office of the Commissioner of Higher Education by means of a memo to the Deputy Commissioner for Academic and Student Affairs, by no later than five weeks prior to the final posting date for the next scheduled meeting of the Board. The Deputy Commissioner will review the proposal and respond to the proposing campus with any questions or concerns within one week, allowing the proposing campus one week to respond before the Item is posted for the BOR scheduled meeting.

A. Level I (place an X for all that apply):

Level I proposals include campus initiatives typically characterized by (a) minimal costs; (b) clear adherence to approved campus mission; and (c) the absence of significant programmatic impact on other institutions within the Montana University System and Community Colleges. For Level I actions on degree programs or certificates, the process must begin when the proposing campus posts its intent on the MUS academic planning web site.

1. Re-titling existing majors, minors, options and certificates

2. Adding new minors or certificates where there is a major (Submit with completed Curriculum Proposals Form)

X 3. Adding new minors or certificates where there is an option in a major (Submit with completed Curriculum Proposals Form)

4. Departmental mergers and name changes

5. Program revisions (Submit with completed Curriculum Proposals Form)

6. Distance or online delivery of previously authorized degree or certificate programs

7. Placement of program into moratorium (No Program Termination Checklist at this time—document steps taken to notify students, faculty, and other constituents and include this information on checklist at time of termination if not reinstated)

8. Filing Notice of Intent to Terminate/Withdraw existing majors, minors, options, and certificates (No Program Termination Checklist at this time)

9. Terminate/withdraw existing majors, minors, options, and certificates (Submit with completed Program Termination Checklist)
B. Level I with Level II documentation:

With Level II documentation circulated to all campus chief academic officers in advance, the Deputy Commissioner or designee may propose additional items for inclusion in the Level I process. For these items to move forward, the Deputy Commissioner or designee must reach consensus with the chief academic officers. When consensus is not achieved, the Deputy Commissioner or designee will move the item to the Level II review process.

1. Options within an existing major or degree (Submit with completed Curriculum Proposals Form);

2. Eliminating organizational units within larger institutions such as departments, divisions and colleges or schools with the exception of the Colleges of Technology where changes require Board action (Submit with completed Curriculum Proposals Form)

3. Consolidating existing programs and/or degrees (Submit with completed Curriculum Proposals Form)

C. Temporary Certificate or A.A.S. degree programs

Certificate or Associate of Applied Science Degree Programs may be submitted as Level I proposals, with memo and backup documentation, when they are offered in cooperation with and/or at the request of private or public sector partners and the decision point to offer the program is not consistent with the regular Board of Regents program approval process. Level I approval for programs under this provision will be limited to two years. Continuation of a program beyond the two years will require the normal program approval process as Level II Proposals.

All other Level I Certificate or Associate Degree programs may be placed on submission at any Board of Regents meeting. They will be placed on action agendas at subsequent meetings. All campuses agree to insure that all other campuses receive program information well in advance of submission.

D. Campus Certificates

Although certificate programs of 29 credits or fewer may be implemented by the individual campuses without approval by the board of regents, those certificates do need to be reported to the office of the commissioner of higher education and listed on the Montana University System’s official degree and program inventory. These Level I proposals will be listed as information items at the next regular meeting of the board.

Specify Request:

Gallatin College MSU is requesting to offer a Business Management Professional Certificate. Starting in the fall of 2014. This will be a 25 credit Professional Certificate that will be offered in the evenings and potentially some weekend blocks. There are 16 credits and 9 elective credits required to be completed for the certificate. This certificate’s offerings have been reviewed by MSU Jake Jabs College of Business & Entrepreneurship (JJCBE) and a number of community business leaders.
Based on community request and workforce demand, Gallatin College would like to offer a Business Management Professional Certificate. This certificate will support current and new business owners. This certificate will provide a basic education for business success; the required courses include Introduction to Business, Accounting, Human Resource Management, Small Business Entrepreneurship, and Advertising. Students will also be required to complete 3 elective courses to complete the certificate.

Gallatin County is the fastest growing county in the state. As population grows, so does the demand on our small businesses. The community has requested a Professional Certificate in Business Management to assist current business owners, employees in small business, and start-ups as they develop and grow. Local leadership that include, the City of Bozeman’s Economic Development Department, Service Core Of Retired Executives, Prospera, Bozeman Area Chamber of Commerce, and the local Small Business Development Center, have all participated in the development and support the implementation of this Business Management Professional Certificate. Through their work they see a need for a formalized business management certificate.

In the 2012 Economic Outlook report, Paul Polzin, Director Emeritus, at University of Montana’s Bureau of Business and Economic Research, stated that “Gallatin County is the state’s center for high tech. These tech companies include manufacturing and non-manufacturing companies and together they represent 35% of the local economy.” A 2012 article in the Bozeman Chronicle’s Business Journal reports “Gallatin County’s manufacturing industry, which has one of the highest ratios of manufacturing employment in Montana, appears to be doing well,” where there is a growing manufacturing and tech industry there is a need for business management expertise. In the same Economic Outlook report it was stated that “Bozeman is evolving into a regional trade center”. In addition to the growing retail trade that is already occurring in the area, the growth in the technology and manufacturing industries make our region ripe for new business start-ups and growth within established businesses. An additional local workforce need this program will address is the high number of open positions in the retail management, office and administrative support category. Together these two positions, administrative assistance and retail management, are the most in demand positions in our local workforce.

In Gallatin College’s 2011 Workforce Needs Analysis Report business assistance jobs ranging from administrative assistance to clerks, bank tellers, office managers, and logistics managers ranked in high demand for post-recession recovery. A survey of Bozeman High and Bozeman Alternative students ranked business careers as their highest level of interest in prospective Gallatin College programs. This Business Management Professional Certificate will not only prepare students for a career as a successful small business owner it will also prepare students for employment as administrative assistants, professional positions in banks, and as office managers meeting the local employment demand.
Gallatin College: Business Management Professional Certificate

**REQUIRED COURSES**

- BGE 105: Intro to Business – 3 Cr.
- ACTG 101: Accounting Procedures 1 – 4 Cr.
- BMGT 210: Small Business Entrepreneurship – 3 Cr.
- BMKT 240: Advertising – 3 Cr.

- ACTG 122: Accounting & Business Decisions – 3 Cr.
- ACTG 125: QuickBooks – 3 Cr.
- BMKT 222: Customer Service & Marketing – 3 Cr.
- BGEN 235: Business Law – 3 Cr.
- TASK 127: Business Office Procedures-3Cr.
- BMKT 112: Applied Sales – 3 Cr.

**ELECTIVES**

(Professional Certificate requires 9 elective credits)

After Certificate completion students will be able to:

- Objectively evaluate their concepts and plans for moving forward with their business plans;
- Develop a working knowledge of business fundamentals such as management principles, marketing, product/service development, sales, and basic accountancy;
- Understand and be capable of building a business infrastructure for business operations, processes and financial decision making;
- Explore the risk and success factors in the marketplace, develop a media strategy;
- Understand how to access human, financial, and business resources;
- Create an environment that encourages interaction with other entrepreneurs and professionals;
- Identify and meet market needs, learn to respond to changes that can impact business;
- Build an actionable business plan; and be an effective and prepared leader.

**Course delivery:** This will be a combination of weekly night courses and/or modules presented Friday and Saturdays. Students can pick and choose courses they believe are most significant to their needs and a Professional Certificate will be awarded after successful completion of 5 Core Courses and 3 elective courses.
1. **Overview**

Gallatin College MSU is proposing to offer a Business Management Professional Certificate. Program startup would be fall of 2014. The Business Management Certificate will be a twenty-five credit certificate that will be offered in the evenings and potentially some weekend blocks. This certificate will provide a basic education for business success; the required courses include Introduction to Business, Accounting, Human Resource Management, Small Business Entrepreneurship, and Advertising. Students will also be required to complete 3 elective courses to complete the certificate. The credit structure is sixteen required credits and nine elective credits. This professional certificate’s course offerings have been reviewed by MSU JJCBE, the other two year institutions across the state and a wide breadth of community business leaders. Gallatin College believes offering a breadth of business administration courses will be an excellent complement to our eight workforce degree programs of Aviation, Welding, Interior Design, Design Drafting, Bookkeeping, Medical Assistant, Health Information Coding and Residential Building Performance. The Business Management Professional Certificate can be a stand-alone program or a valued counterpart to one of the above mentioned workforce certificates and degrees.

2. **Provide a one paragraph description of the proposed program. Be specific about what degree, major, minor or option is sought.**

This is a twenty-five credit Professional Certificate in Business Management. This certificate will provide a basic education for business success; the required courses include Introduction to Business, Accounting, Human Resource Management, Small Business Entrepreneurship, and Advertising. Students will also be required to complete 3 elective courses to complete the certificate.

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<thead>
<tr>
<th>Required Course Name</th>
<th>Credit</th>
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<tr>
<td>BGE 105: Intro. to Business</td>
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<td>ACTG 101: Accounting Procedures 1</td>
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<td>BMGT 215: Human Resource Management</td>
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<td>BMGT 210: Small Business Entrepreneurship</td>
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<td>BMKT 240: Advertising</td>
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<td><strong>Elective Offerings</strong></td>
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<tr>
<th>COURSE</th>
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3. Need

A. To what specific need is the institution responding in developing the proposed program?
Based on community request and workforce demand, Gallatin College would like to offer a Business Management Professional Certificate. This certificate will prepare current and future business owners. According to the U.S. Census Bureau, Annual Estimates of Resident Population Change, Gallatin County has been and will continue to be the fastest growing county in the state. As population grows, so does the demand on our small businesses. A variety of community stakeholders have requested a Professional Certificate in Business Management that would prepare current business owners for growth. These stakeholders include the City of Bozeman’s Economic Development Department, Service Core Of Retired Executives, Prospera, Bozeman Area Chamber of Commerce, Small Business Development Center, and the Northern Rocky Mountain Economic Development District. They have all participated in the development of and support the implementation of this Business Management Professional Certificate. Through their consulting work they see a need for a formalized business management professional certificate, which will expose and instruct students on small business management content.

In the 2012 Economic Outlook report, Paul Polzin, Director Emeritus, at University of Montana’s Bureau of Business and Economic Research, stated that “Gallatin County is the state’s center for high tech. These tech companies include manufacturing and non-manufacturing companies and together they represent 35% of the local economy.” A 2012 article in the Bozeman Chronicle’s Business Journal reported, “Gallatin County’s manufacturing industry, which has one of the highest ratios of manufacturing employment in Montana, appears to be doing well.” Where there is a growing manufacturing and tech industry, there is also a growing need for business management capability.

In the same 2012 Economic Outlook report it was stated that “Bozeman is evolving into a regional trade center”. This certificate would also accommodate the workforce needs of retail management, office and administrative support, and financial industries. For the past 6 months Gallatin College has been gathering and comparing local job service listings from April 1, 2013-June 30, 2013 there was an average of 529 jobs listed; of those 529 jobs 145 or 27% of them required the skills that could be acquired in this program. From another source that searches real time job listings from multiple sources called Burning Glass, job listings were pulled for Gallatin and Park counties from March 23, 2013-June 20, 2013. Customer Service Representatives (69), Retail Sales (47), Sales Representatives (37), Administrative Assistance (31), First line supervisors
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of Retail (29), Sales Managers (29), and Cashiers (15) accounted for 257 or 39% of the 661 detailed occupations listed for that time period.

In Gallatin College’s 2011 Workforce Needs Analysis Report business assistance jobs ranging from administrative assistance to clerks, bank tellers, office managers, and logistics managers ranked in high demand for post-recession recovery. A survey of Bozeman High and Bozeman Alternative students ranked business careers as their highest level of interest in prospective Gallatin College programs. This Business Management Professional Certificate will not only prepare students for a career as a successful small business owner it will also prepare students for employment as administrative assistants, professional positions in banks, and as office managers meeting the local employment demand. Not only will this professional certificate be answering a demand from local industry, it will be building the capacity of an entry level workforce and introducing a population to higher education that may not have ever considered attending college.

B. How will students and any other affected constituencies be served by the proposed program?

By offering this program Gallatin College will be addressing local workforce demand and students will be able to secure employment in a professional setting. This certificate is for anyone in the community, the traditional student that knows they should continue their post-secondary education and has a general interest in business, administration, finance or office support or an experienced community member that has started a business and wants to gain more practical knowledge about running a small business.

C. What is the anticipated demand for the program? How was this determined?

Gallatin College has been told by community organizations that serve small business owners that they would refer students to this program. On the six economic development groups mentioned above they stated they could each refer at least 2 students a year. That would be a total of 8 students a year being referred. Gallatin College could also recruit students from the Accounting 101 dual enrollment course offered at Bozeman High. These students will have 4 of the twenty five credits completed in high school. As stated earlier in the 2012 Workforce Needs Analysis Report a survey of Bozeman High and Bozeman Alternative students ranked business careers as their highest level of interest in prospective Gallatin College programs. Another indicator of interest is the Business Fundamentals course Gallatin College started offering fall of 2013, this course has 19 students enrolled, this course is currently being offered in the AA and AS program. Another source of students will be from our workforce certificate and degree programs, Gallatin College will market this program for them to take along with their welding, aviation, interior design, design drafting, and bookkeeping programs as a great way to start their own business or enter into a business with another set of skills.

4. Institutional and System Fit
A. What is the connection between the proposed program and existing programs at the institution?

As stated earlier this Business Management Certificate is a great compliment to other Gallatin College programs. Many of our workforce degree seeking students may want to pursue businesses of their own and giving them the tools to run a successful small business will make for a better student and community outcome.

This program was reviewed and is supported by MSU’s Jake Jabs College of Business & Entrepreneurship (JJCBE).

B. Will approval of the proposed program require changes to any existing programs at the institution? If so, please describe.

No changes to existing programs will be required.

C. Describe what differentiates this program from other, closely related programs at the institution (if appropriate).

MSU’s JJCBE offers a Bachelor of Science with 4 options. The JJCBE Bachelor’s is a breadth of study in business much deeper and wider than what is being proposed for this 25 credit professional certificate at Gallatin College.

D. How does the proposed program serve to advance the strategic goals of the institution?

Gallatin College operates under the MSU Strategic plan and the Comprehensive Two-Year Mission Plan for Gallatin College. Below are the MSU strategic plan metrics that this program will contribute towards.

In the MSU Strategic Plan 2012 Metric L.2.3: states that “By 2019, the number of associate degrees conferred will increase from 38 to 70 per year. Workforce certificates conferred will increase from 35 to 65 per year.” By offering additional workforce certificate opportunities and utilizing community partners that will support those certificates with student referrals, this program should increase the number of certificates conferred.

Metric L.3.1: “By 2019, the percent of graduates employed full time in their field or in positions of their choosing will increase from an average of 62 percent to 70 percent. By offering another option for students that are focused on targeted employment opportunities students should be able to better fulfill their employment goals.
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Metric A.1.5: “By 2019, the number of students enrolled in Gallatin College degree and certificate programs will double to 400.” By offering another certificate option to our community we should attract another variety of students, perhaps that we haven’t been able to recruit before. If we are going to double the amount of students attending Gallatin College we need to continue to add more certificates so our students can maintain workforce diversity for the local economy.

Metric A.2.4: “By 2019, the number of nontraditional students enrolled in MSU undergraduate and Gallatin College programs will increase to 3,200 (a 20 percent increase).” Gallatin College hopes that by offering this Business Management certificate we will draw in non-traditional students that may have never had the opportunity to attend college and went straight into employment after high school or are older returning students.

Gallatin College also operates under a Two-Year Comprehensive Mission Expansion Plan. By adding the Business Management program the following numbered initiatives will be addressed and responses to these can be found in above metric answers.

1. Enrollment and program growth;
5. Develop industry partnerships and meet local workforce demand;
6. Expand short-term workforce training;
8. Prepare students to be career ready.

E. Describe the relationship between the proposed program and any similar programs within the Montana University System. In cases of substantial duplication, explain the need for the proposed program at an additional institution. Describe any efforts that were made to collaborate with these similar programs; and if no efforts were made, explain why. If articulation or transfer agreements have been developed for the substantially duplicated programs, please include the agreement(s) as part of the documentation.

This Business Management Professional Certificate proposal has been shared with the other MUS 2 year institutions that are geographically near Gallatin College. Currently all 2 year colleges offer some form of business curriculum ranging from Administrative Support, Entrepreneurship, Human Resource Management, and Business Administration. They all vary from certificates to degrees and from face to face to on-line.

Two year institutions have a specific local customer base. For Gallatin College the student base are those citizens residing in Gallatin and Park counties. A secondary customer base for two year institutions are local employers. These two customer bases have demonstrated that they would like to see a Business Management program offered at Gallatin College. As a two year institution it is our responsibility to meet that community demand.

5. Program Details

A. Provide a detailed description of the proposed curriculum. Where possible, present the information in the form intended to appear in the catalog or other publications. NOTE: In the case of two-year degree programs and certificates of applied science, the curriculum should include enough detail to determine if the characteristics set out in Regents’ Policy 301.12 have been met.
Gallatin College: Business Management Professional Certificate

**CORE COURSES**

- BGEN 105: Intro to Business – 3 Cr.
- ACTG 101: Accounting Procedures 1 – 4 Cr.
- BMGT 210: Small Business Entrepreneurship – 3 Cr.
- BMKT 240: Advertising – 3 Cr.

**ELECTIVES**

(Professional Certificate requires 9 elective credits)

- ACTG 122: Accounting & Business Decisions – 3 Cr.
- ACTG 125: QuickBooks – 3 Cr.
- BMKT 222: Customer Service & Marketing – 3 Cr.
- BGEN 235: Business Law – 3 Cr.
- TASK 127: Business Office Procedures – 3 Cr.
- BMKT 112: Applied Sales – 3 Cr.
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After Certificate completion students will be able to:

- Objectively evaluate their concepts and plans for moving forward with their business plans;
- Develop a working knowledge of business fundamentals such as management principles, marketing, product/service development, sales, and basic accountancy;
- Understand and be capable of building a business infrastructure for business operations, processes and financial decision making;
- Explore risk and success factors in the marketplace, develop a media strategy;
- Understand how to access human, financial, and business resources;
- Create an environment that encourages interaction with other entrepreneurs and professionals;
- Identify and meet market needs, learn to respond to changes that can impact business;
- Build an actionable business plan; and be an effective and prepared leader.

Course delivery: This will be a combination of weekly night courses and/or modules presented Friday and Saturdays. Students can pick and choose courses they believe are most significant to their needs and a Professional Certificate will be awarded after successful completion of 5 Core Courses and 3 elective courses.

BGEN 105 INTRODUCTION TO BUSINESS – (3 Credits) REQUIRED

- Management principles as they apply to first-line supervision and to the function of leadership and motivation in any organization. This course may not substitute for any required business course.
- Identify and discuss the stakeholders of business and the components of the business environment including social, legal, economic, technological, governmental, ethical and international influences;
- Define and explain the functions and features of the core components of a business enterprise including accounting, finance, law, operations, human resources, information technology and marketing;
- Demonstrate a working knowledge and vocabulary of basic business terms, concepts, and practices;
- Demonstrate effective business communication, team, problem solving, critical thinking, analysis and learning skills;
- Learn process of evaluating business opportunities;

ACTG 101 Accounting Procedures I – (4 Credits) REQUIRED

- Upon successful completion of this course, the student will be able to: Define accounting concepts and financial terms;
- Define ownership structures and business organizations;
- Classify accounts – assets, liability, equity, revenue, expenses, costs;
- Analyze and journalize transactions; Post to ledgers;
- Prepare worksheets (make adjusting entries, calculate net income, show balance sheet accounts are in balance);
- Compile basic financial statements (income statement, balance sheet, owner’s equity) for sole proprietorships;
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- Record adjusting and closing entries; Prepare post-closing trial balance;
- Reconcile bank statements;
- Manage cash control systems (petty cash fund);
- Compute earnings, deductions, and payroll taxes; Maintain payroll accounting records and prepare reports;
- Journalize and post discounts and returns and allowances;
- Use special journals to record purchases, cash payments, sales and cash receipts.

BMGT 215 Human Resource Management – (3 Credits) REQUIRED

- Define human resource management terminology;
- Describe the human resource functions of planning, recruitment, selection, development, appraisal, and compensation;
- Discuss current laws impacting human resource compliance, employment, and labor relations;
- Demonstrate an understanding of job analysis and design, job specifications and job descriptions;
- Explore effective discipline systems and legal termination procedures and define employment at will;
- Describe the relationships between and importance of employee compensation (wages and benefits) and performance;
- Describe the collective bargaining process and labor relations.

BMGT 210 Small Business Entrepreneurship – (3 Credits) REQUIRED

- Define and identify concepts of small business or entrepreneurship;
- Utilize foundations of small business or entrepreneurial opportunities;
- Develop and write a detailed feasibility study or business plan to launch or manage a small business or entrepreneurial opportunity;
- Use technology to enhance the operating, marketing and efficiency of a small business or entrepreneurial opportunity;
- Explain the legal, operational, and accounting requirements for small business or entrepreneurship;
- Determine human, market, and financial resource needs to meet objectives.
- Determining factors in successfully starting a new business and the entrepreneurial personality and skills required to operate an entrepreneurial business.

BMKT 240 Advertising – (3 Credits) REQUIRED

- Understand advertising in the marketing context;
- Discuss the promotion mix of advertising, sales promotion, personal selling, public relations, and publicity;
- Demonstrate an understanding of the advantages and disadvantages of various media including print, broadcast, and social media marketing;
- Discuss consumer behavior dimensions, marketing segmentation, positioning, and budgeting;
- Explore effective media strategy and selection;
- Discuss strategies used to measure advertising effectiveness and efficiency;
- Discuss legal and ethical issues of advertising.
- Explore the opportunities available in social media marketing.

ACTG 122 Accounting and Business Decisions – (3 Credits) ELECTIVE

- Characterize different financial entities;
- Read, prepare, and summarize financial statements and accounting concepts;
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- Develop an awareness of tax issues, federal and state, taxes for business;
- Forecast cash flow; Determine financing requirements;
- Write a loan proposal; Analyze budgets

ACTG 125 QuickBooks – (3 Credits) ELECTIVE

- Explain basic QuickBooks terminology, basic file management in QuickBooks, navigation techniques, and other essential skills such as printing and correcting mistakes;
- Create balance sheets for different dates, investigate detail supporting balance sheet items, and print balance sheets for distribution;
- Create income statements for different accounting periods, investigate detail supporting income statement items, and print income statements for distribution;
- Create cash flow statements for different accounting periods, investigate detail supporting cash flow statement items, and print cash flow statements for distribution;
- Create and print reports supporting the financial statements including an accounts receivable aging report, a customer account balance report, an inventory valuation report, an accounts payable aging report, and a vendor balance report;
- Create a new company file and add new customers, vendors, employees, accounts, and items. This effort should reinforce the system’s nature of accounting and, in doing so, help students grasp the various steps involved in setting up a business;
- Record cash-oriented transactions classified as financing, investing, and operating activities;
- Explain essential accrual accounting concepts including the concepts of accruing revenues and expenses emphasizing the revenue recognition, matching, and expense recognition.

BMKT 222 Customer Service and Marketing – (3 Credits) ELECTIVE

- Define the basic elements of customer service;
- Describe the factors that have led to the growth of the service sector;
- Describe a service strategy;
- Understand the difference between assertive and aggressive behavior;
- Explain what a service breakdown is and how it affects the customer relationship;
- Formulate strategy to improve customer service in a business.

BGEN 235 Business Law – (3 Credits) ELECTIVE

- Assess the relationship between business and its environment, including its legal, professional, and ethical responsibilities;
- Evaluation of the best business form, special laws affecting small businesses, credit and collection laws, patents and trademark, sales, contract and warranties, commercial real estate and leases.
- Describe basic legal concepts such as the court system, civil procedures, sources of law, procedural law, and legal terminology;
- Analyze and classify information and identify the relevant legal issues and predicted probable consequences of a particular situation, transaction, or event;
- Examine the complexity of the legal system and its strengths and deficiencies in terms of providing guidance for business decisions and compensation for grievances;
- Demonstrate the ability to assess ethical issues when they arise in the business environment;
- Identify tort law and its elements as applied to business situations;
- Identify contract law and its elements as applied to business situations;
- Identify property law and its elements as applied to business situations
- Franchising, initial public offerings, mergers, succession, estate planning, global expansion and exit strategies.
- Analyze HR activities to ensure compliance with all applicable federal, state, and local laws and
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regulations including health and safety issues.

TASK 127 Business Office Procedures – (3 Credits) ELECTIVE

- Effectively perform various administrative and office functions in the contemporary business environment;
- Demonstrate the use of Microsoft Outlook, records management and filing systems;
- Process mail, handle credit and collections, managing and troubleshooting computer systems, and ten-key typing skills.
- Enhance their personal and professional skills and abilities in the following areas: personal motivation, time management, career planning & success on the job.
- Demonstrate human relations skills, including; personal appearance, teamwork, diversity, professionalism and work ethics;
- Effectively use office reference manuals;
- Demonstrate knowledge of safety, ergonomics and office design;
- Demonstrate understanding of office procedures such as mail management, banking, supplies control, and reception;
- Prepare for and organize meetings (agendas, minutes, and facilitation process), conferences, and travel accommodations;

BMKT 112 Applied Sales – (3 Credits) ELECTIVE

- Recognize the components involved in relationship selling;
- Explain the basic psychology involved in the sales process;
- Explain the process in the sales cycle;
- Develop a presentation demonstrating knowledge acquired;
- Distinguish old and new techniques for overcoming buyer’s resistance;
- Demonstrate product knowledge;
- Demonstrate the presentation skills necessary in sales situations.

B. Describe the planned implementation of the proposed program, including estimates of numbers of students at each stage.

This program will be phased in slowly offering two required courses and 2 elective courses per semester. Gallatin College is currently offering five of the eleven program courses those courses we are currently offering are BGEN 105, ACTG 101, ACTG122, ACTG 125 and TASK 127. The other six courses will be phased in the following way:

<table>
<thead>
<tr>
<th>Current Fall 2013</th>
<th>Current Spring 2014</th>
<th>New Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGEN 105(R)</td>
<td>ACTG 122 (E)</td>
<td>BMGT 210(R)</td>
<td>BMGT 215(R)</td>
</tr>
<tr>
<td>ACTG 101(R)</td>
<td>ACTG 125 (E)</td>
<td>BMKT 222(E)</td>
<td>BMKT 240(R)</td>
</tr>
<tr>
<td></td>
<td>TASK 127(E)</td>
<td>BMKT 112(E)</td>
<td>BGEN 235(E)</td>
</tr>
</tbody>
</table>

(R)=Required  (E) = Elective

Currently BGEN has 19 students enrolled and ACTG 101 has 18 students enrolled. Given this level of interest in existing courses, Gallatin College would estimate that the new courses introduced in the fall and spring will have at least 10 students enrolled. After a year of marketing the new professional certificate that projected number of students will go up to 15-20 enrolled students per course.
6. Resources
   A. Will additional faculty resources be required to implement this program? If yes, please describe the need and indicate the plan for meeting this need.
   With Gallatin College already teaching five of the eleven courses required for this certificate there will not be a need to hire any full time faculty. Gallatin College will need to add one or two adjunct faculty to teach the additional 18 credits that will be offered by adding this certificate. The expense of the adjunct faculty will be covered by the student tuition generated by new enrollment in these courses. Additionally, these courses are likely to appeal to some existing Gallatin College workforce and general education degree seeking students.

   B. Are other, additional resources required to ensure the success of the proposed program? If yes, please describe the need and indicate the plan for meeting this need.
   While the projected start-up expenses for these courses are minimal, Gallatin College does have funds to meet the start-up cost of this professional certificate. Some courses will be offered on campus in the evening and others will be offered at the Bozeman High School wing of Gallatin College or other community locations.

7. Assessment
   How will the success of the program be measured?
   The first indicator of success will be based on student enrollment; Gallatin College courses will require at least 10-12 students in the courses in year two. Year three should have 13-20 students in the new courses. If level of growth is not occurring then continuation of the course will be evaluated. Then retention, completion and job placement numbers will be evaluated to determine success of the program. Final indicators of program success that will be used are instructor evaluations. Evaluations will be reviewed if there is some indication from above four measurements that students are not enrolling, being retained, completing or finding employment successfully.

8. Process Leading to Submission
   Describe the process of developing and approving the proposed program. Indicate, where appropriate, involvement by faculty, students, community members, potential employers, accrediting agencies, etc.
   There were two indicators of need that started the discussion of Gallatin College offering this program. The first was in the 2011 Analysis of Workforce Needs and the second was the direct request from community stakeholders. A variety of community stakeholders have requested a Professional Certificate in Business Management to assist current business owners, employees in small business, and start-ups as they develop and grow. These stakeholders include the City of Bozeman’s Economic Development Department, Service Core Of Retired Executives, Prospera,
Montana Board of Regents

CURRICULUM PROPOSALS

Bozeman Area Chamber of Commerce, Small Business Development Center, and the Northern Rocky Mountain Economic Development District. They have all participated in the development of and support the implementation of this Business Management Professional Certificate. Through their work they see a need for a formalized business management certificate, which students can earn college credit.

Several Gallatin College faculty and staff were involved in the process of designing course selection and will be involved in curriculum content and adjunct hiring.