Ohio | **Department of Higher Education**

Mike DeWine, Governor
Randy Gardner, Chancellor

Change Request:
Online or Hybrid Delivery

This form is to request authorization to deliver 50 percent or more of a degree/degree program that has previously been approved by the chancellor using an online or hybrid[1] delivery model. The 50 percent marker excludes internships, clinical practicum, field experiences, student teaching.

Date of submission: April 9, 2020

Name of institution: Kent State University

Degree/degree program to be offered using online or hybrid delivery:
                        Bachelor of Business Administration degree in General Business

Primary institutional contact for the request
            Name: Therese E. Tillett
            Title: Associate Vice President, Curriculum Planning and Administration
                        Office of the Provost
            Phone: 330-672-8558
            E-mail: ttillet1@kent.edu

Proposed start date: Fall 2020

Date that the request received final approval from the appropriate institutional committee:
                        Approved by the Educational Policies Council,
                        subcommittee of the Faculty Senate, on *date to come*

Institution has Higher Learning Commission approval for online or hybrid delivery:
                        Yes, see Appendix A

Educator Preparation Programs:
            Leads to licensure: ☐ Yes   ☒ No
            Leads to endorsement: ☐ Yes   ☒ No

---

[1] For this document, the following definitions will be used:
Online: A course where most (80+ percent) of content is delivered online and typically requires no face-to-face meetings.
Hybrid: Course that blends online and on-ground/face-to-face delivery. Substantial proportion of the content is delivered online; typically uses online discussion and has a reduced number of face-to-face meetings.
Web-facilitated: Course that uses web-based technology to facilitate what is essentially a face-to-face course. Examples of this may be the instructor posting the syllabus or list of assignments on a web page or to a course management system, or requiring some quizzes to be taken via an online method.
On-ground (traditional or face-to-face): Course that uses little or no online technology, where content is primarily delivered orally or in writing. For this document, on-ground courses include those that are web-facilitated.

CURRICULUM

1. **Will the online or hybrid program be offered <u>instead of</u> or <u>in addition to</u> the on-ground program?**

   The B.B.A. degree in General Business is approved for fully on-ground delivery, and the last 60 credit hours (two years) is approved for fully online delivery. This proposal is to be offer the program as fully online in addition to on-ground.

2. **Indicate whether the online or hybrid program is equivalent to the on-ground program (e.g., expected outcomes, number of credits, course availability). If there are differences, please explain.**

   The online and on-ground program are equivalent in terms of curriculum and outcomes. An online-only capstone course, MGMT 44299 Management Capstone, was created specifically for this program because the capstone course for the other B.B.A. degree programs is offered only on-ground.

   Faculty teaching all business courses in the program will be working with the College of Business Administration's instructional designers to ensure that courses meet high-quality standards for online delivery, including expected levels of interaction between the instructor and students, and among students.

3. **Describe how interaction (synchronous or asynchronous) between the instructor and the students and among the students is reflected in the design of the program and its courses.**

   The course design structure will be both synchronous and asynchronous, designed for opportune learning depending on the course.

   Kent State University utilizes the learning management system Blackboard Learn to facilitate student instructor interaction via the online communication tools within the course management system. This technology provides one central location for course instructional materials, assessments, assignments and communication using discussion boards, journaling, email, message boards and announcements as appropriate.

4. **Explain how students are supported and counseled to ensure that they have the skills and competencies to successfully complete the curriculum in an online learning environment.**

   Students will have access to remote delivery of academic advising services and faculty office hours. First-year business courses provide opportunities for real-time engagement, with these sessions being recorded for students who are not available for synchronous sessions.

   Additionally, Blackboard Learn includes imbedded tutorials to assist students with technology capabilities required to successfully complete their on-line coursework such as screen shots and course navigation.

The Kent State University Libraries provide online access to thousands of online journals, books and databases, and access to OhioLink and KentLink. Students may order books and other class resources online through the campus bookstores and have the materials delivered to any location. For technology assistance, the Kent State Online Support Center is available 24 hours a day, seven days a week.

Faculty delivering the curriculum will also be available online and by telephone to provide the same support and counsel, and students are encouraged to contact course instructors with curriculum-related questions. Instructor contact information and online office hours and by telephone are clearly posted on each course syllabus.

5. **Describe the evaluation systems used to measure the quality and effectiveness of the program delivered in an online or hybrid format.**

   The College of Business Administration is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and will modify assurance of learning processes, already in place for on-ground programs, to assist faculty in making improvements to the General Business major, while also maintaining compliance with AACSB standards.

6. **Using the chart below, please list the courses that make up the major/program and indicate whether they are delivered using an online, hybrid or on-ground format (see definitions on first page). Identify all new courses (i.e., courses that are not a part of the approved, on-ground curriculum).**

Major Requirements	Ground*	Online	Hybrid
ACCT 33061 Financial Reporting Issues and Analysis		✔	
BUS 30234 International Business	✔	✔	
or HRM 34180, Human Resource Management	✔	✔	
or MGMT 34157 Introduction to Healthcare Systems Management		✔	
or MGMT 34165 Dynamics of Leadership	✔		
or MGMT 34175 Learning to Lead	✔		
ECON 32025 Money, Credit and Banking	✔	✔	
or ECON 42075 International Economics Relations	✔	✔	
ENTR 27065 Introduction to Entrepreneurship	✔	✔	
FIN 36063 Individual Investment Strategies		✔	
HRM 34180 Human Resource Management	✔	✔	
or MGMT 34165 Dynamics of Leadership	✔		
or MGMT 34185 Individual and Group Behavior in Organizations	✔	✔	
MGMT 34054 Using Information Systems for Solving Business Problems		✔	
MGMT 44299 Management Capstone		✔	
MKTG 35035 Consumer Behavior	✔	✔	
or MGMT 45045 Advertising and Promotion Management	✔	✔	

* Ground refers to on-ground at the Kent Campus only.

Additional Requirements	Ground*	Online	Hybrid
ACCT 23020 Introduction to Financial Accounting	✔	✔	✔
ACCT 23021 Introduction to Managerial Accounting	✔	✔	
BUS 10123 Exploring Business	✔	✔	
BUS 30062 Advanced Professional Development	✔	✔	✔
CIS 24053 Introduction to Computer Applications	✔	✔	
COMM 15000 Introduction to Human Communication	✔	✔	
ECON 22060 Principles of Microeconomics	✔	✔	
ECON 22061 Principles of Macroeconomics	✔	✔	
FIN 26074 Legal Environment of Business	✔	✔	
FIN 36053 Business Finance	✔	✔	
MATH 11010 Algebra for Calculus	✔	✔	
MATH 11012 Intuitive Calculus	✔	✔	
or MATH 12002 Analytic Geometry and Calculus	✔	✔	
MGMT 24156 Business Analytics I	✔	✔	
MGMT 24163 Principles of Management	✔	✔	
MGMT 34060 Operations Management	✔	✔	
MGMT 34156 Business Analytics II	✔	✔	
MKTG 25010 Principles of Marketing	✔	✔	
UC 10097 Destination Kent State: First Year Experience	✔	✔	
UC 10162 Introduction to Professional Development	✔	✔	
Kent Core Requirements and General Electives	✔	✔	✔

* Ground refers to on-ground at the Kent Campus only.

FACULTY AND ADMINISTRATION

1. **Describe the duties of the individual who has major responsibility for the administration and coordination of the online or hybrid program. Describe the qualifications of this individual for the oversight of a distance education program and provide this individual's CV as an appendix item.**

   The chair of the Department of Management and Information Systems has the sole responsibility for the administration and coordination of the online program. The chair is supported in this role by department faculty in coordination with advising staff. The chair, Onyebuchi (Felix) Offodile, Ph.D., has more than 30 years of teaching experience that includes distance learning and BlackBoard Learn.

   Dr. Offodile oversees the department's M.S. degree in Business Analytics, which is approved to be offered fully online and no-ground. His CV is included in Appendix B.

2. **Describe faculty members' responsibilities to the online or hybrid program. In your response, indicate how faculty members' responsibilities to the online or hybrid program affect their responsibilities to the on-ground program, including teaching load, advising, research/scholarship, and participation in faculty committees/governance. Are additional faculty members going to be hired to implement the online or hybrid program? Will these faculty members participate in only the online or hybrid program or will they participate in the on-ground program as well?**

   The Department of Management and Information Systems and the College of Business Administration have a strong faculty core who teach in the on ground General Business program. This same faculty core will have the responsibility for the delivery of the online version of the program. Typically, a tenure-track faculty member teaches two to three courses each semester, while a non-tenure-track faculty teaches four to five courses each semester. Each faculty member also has other responsibilities in research and service such as student advising. These responsibilities are not expected to change with the addition of the online program.

   It is not anticipated that new faculty members for this program will be needed within the first two years of implementation. All instructional needs for the program are achieved through faculty redeployments. However, if the program grows as anticipated, more faculty may have to be hired to support the growth. All faculty members who teach in the program will be involved in both the on ground and online deliveries.

3. **Describe the mechanisms used to ensure that faculty members have the appropriate qualifications and support to teach successfully in an online environment. Include in your response the pedagogical and technical support provided for the design, production and management of online courses, as well as institutional support for all essential technology.**

   The College of Business Administration has an Instructional Design Office staffed with Quality Matters-certified coordinators, review managers and an IT user support analyst who help faculty migrate to the online teaching delivery mode and assist when needed. Faculty who teach in an online program undergo training in Quality Matters online curriculum development with the help of this office. The office's instructional designers establish the initial overall design and the Quality Matters template that is used in each course and assists faculty in designing their specific online course(s). The technical staff also work with Kent State's Office of Continuing and Distance Education for additional design, production and management support, in addition to any future enhancements.

   The college currently offers an online M.B.A. degree and a M.S. degree in Business Analytics; some of the faculty who teach in these programs will also teach in the online B.B.A. degree in General Business.

4. **Using the form below, provide the information requested for each member of the instructional staff. A faculty member must be identified for each course to be taught during the first two years of program delivery. If a faculty member has not yet been identified for a course, indicate that as an "open position" and describe the necessary qualifications in the matrix. A copy of each faculty member's CV must be attached.**

    The table on the last page lists instructors teaching business courses for the program. Additional course requirements are taught by faculty from their respective disciplines for this program and other programs at Kent State. See Appendix B for faculty CV.

APPENDICES

Appendix
A   Online approval from the Higher Learning Commission
B   Faculty curriculum vitae

___

Kent State University verifies that the information in this request is truthful and accurate.

Respectfully,

Melody J. Tankersley, Ph.D.
Senior Vice President for Academic Affairs and Provost (Interim)
Kent State University

Faculty Teaching Online Business Courses in the General Business Major

Instructor	Faculty Rank	Academic Credential	Taught Courses	Teaching/developing online courses
Department of Accounting				
Nett, Malinda	Assistant Professor	M.Tax., University of Akron, 1995	ACCT 33061	3 years
Rose, John	Associate Lecturer	M.B.A., Kent State University, 1994	ACCT 23021	7 years
Tietz, Wendy	Professor	Ph.D., Kent State University, 2007	ACCT 23020	7 years
Department of Economics				
Bagheri, Omid	Assistant Professor	Ph.D., Virginia Polytechnic Institute and State University, 2017	ECON 22060 ECON 22061	2 years
Elbahnasawy, Nasr	Associate Professor	Ph.D., Colorado State University, 2008	ECON 22061 ECON 32025	5 years
Engelhardt, Lucas	Associate Professor	Ph.D., Ohio State University, 2010	ECON 22060	7 years
Kang, Wensheng	Associate Professor	Ph.D., University of Missouri, 2009	ECON 22060 ECON 22061	7 years
Leontieva, Ludmila	Associate Professor	Ph.D., Rostov State University, 1991*	ECON 22060 ECON 22061	6 years
Liu, Dandan	Associate Professor	Ph.D., Texas A&M University, 2005	ECON 22061	5 years
Mukherjee, Deepraj	Associate Professor	Ph.D., University of Memphis, 2010	ECON 22060 ECON 22061	6 years
Park, Jooyoun	Associate Professor	Ph.D., University of Michigan, 2009	ECON 22061 ECON 42075	5 years
Sahajdack, Tom	Assistant Professor	Ph.D., University of Illinois, 2016	ECON 22060	3 years
Shaeye, Abdihafit	Assistant Professor	Ph.D., University of Wisconsin, Milwaukee, 2017	ECON 22060 ECON 22061	1 year
Department of Finance				
Baran, Lindsay	Associate Professor	Ph.D., University of North Carolina, Charlotte, 2010	FIN 36063	1 year
Beier, Lois	Associate Professor	J.D., University of Akron, 1980	FIN 26074	4 years
Billick, William	Assistant Professor	Ph.D., Kent State University, 2018, JD, University at Buffalo, 1986	FIN 36053	3 years
Frank, John	Part-Time Instructor	J.D., University of Akron, 1991*	FIN 26074	6 years

Instructor	Faculty Rank	Academic Credential	Courses Taught	Teaching/developing online courses
Department of Management and Information Systems				
Akpan, Ikpe	Associate Professor	Ph.D., Lancaster University, 2006	MGMT 34054 MGMT 34060	7 years
Arikan, Ilgaz	Assistant Professor	Ph.D., Ohio State University, 2004*	MGMT 44299	1 year
Berardi, Victor	Associate Professor	Ph.D., Kent State University, 1998	MGMT 34060	10 years
Blundell, Gregory	Professor	Ph.D., Kent State University, 2015	HRM 34180	6 years
Datta, Pratim	Associate Professor	Ph.D., Louisiana State University, 2003	BUS 30234	2 years
DeRubertis, Diane	Lecturer	M.S., Kent State University, 1983	BUS 30062 HRM 34180	2 years
Dragan, Natalia	Assistant Professor	Ph.D., Kent State University, 2010	CIS 24053 MGMT 34054	5 years
Hogue, Mary	Professor	Ph D, University of Akron, 2002.	MGMT 34165 MGMT 34185	5 years
Israeli, Aviad	Associate Professor	Ph.D., Kent State University, 1997	MGMT 24163	8 years
Knapp, Deborah	Associate Professor	Ph.D., Kent State University, 1994	HRM 34180 MGMT 34185	7 years
Levashina, Julia	Associate Professor	Ph.D., Purdue University, 2005	HRM 34180	6 years
Offodile, Onyebuchi	Professor and Chair	Ph.D., Texas Tech University, 1984	BUS 30234 MGMT 34054 MGMT 34156	10 years
Patuwo, Eddy	Professor	Ph.D., Virginia Polytechnic Institute and State University, 1989	MGMT 34060	7 years
Porr, Dean	Associate Professor	Ph.D., Regent University, 2004	MGMT 24163 MGMT 34060	5 years
Riczo, Steve	Lecturer	M.H.A., Xavier University, 1982	BUS 10123 MGMT 24163 MGMT 34157	1 year
Shanker, Murali	Professor	Ph.D., University of Minnesota, 1990	MGMT 24056	7 years
Steinberg, Geoffrey	Associate Professor	Ph.D., Temple University, 1991	CIS 24053	10 years
Whitmore, Mark	Assistant Professor	Ph.D., Ohio State University, 1985	HRM 34180 MGMT 24163	6 years
Xue, Guisen	Part-Time Instructor	Ph.D., Beihang University, 2012*	MGMT 24056 MGMT 34156	1 year

Instructor	Faculty Rank	Academic Credential	Courses Taught	Teaching/developing online courses
Department of Marketing and Entrepreneurship				
Bridges, Eileen	Professor	Ph.D., Northwestern University, 1987	MKTG 45045	4 years
Green, Rokesha	Part-Time Instructor	D.B.A., Argosy University, 2012*	MKTG 45045	4 years
Grimm, Pamela	Professor	Ph.D., State University of New York, Buffalo, 1993	MKTG 45045	5 years
Heidler, Mary	Associate Lecturer	M.B.A., American University, 1995	ENTR 27056	9 years
Hsieh, Meng-Hua	Assistant Professor	Ph.D., University of Washington, 2013	MKTG 35035	2 years
Marks, Lawrence	Professor	Ph.D., Pennsylvania State University, 1985*	MKTG 25010	15 years
Melotti, Theresa	Part-Time Instructor	M.B.A., Tiffin University, 2012*	MKTG 35035 MKTG 45045	5 years
Thacker, Donald	Senior Lecturer	M.B.A., Kent State University, 1996	MKTG 25010 MKTG 35035 MKTG 45045	6 years
Zourrig, Haithem	Assistant Professor	Ph.D., University of Montreal, 2010	MKTG 25010	1 year

* Credential is not verified by the Kent State University Office of Academic Personnel.