



Midcontinent
COMMUNICATIONS

HUMAN RESOURCES

SPECIALIST

STI

SOUTHEAST
TECHNICAL INSTITUTE

Southeast Technical Institute



Program Expansion

Business Administration

Human Resources Option

Associate in Applied Science

Fall 2011

Business Administration

Associate in Applied Science

Human Resources Option

Executive Summary

Southeast Technical Institute requests permission to expand the Business Administration program to have a Human Resources Option. The program will be offered in the following versions:

- AAS Degree starting Fall 2011 offered traditionally on STI's Campus
- AAS Degree starting Fall 2012 offered online pending BOE and HLC approval

The Human Resources Option offers training specifically designed to prepare students for entry level Human Resource positions. The key human resource areas – employment law, strategic planning, recruitment and selection, performance appraisals, training and development, compensation, and benefits are emphasized to provide students with the knowledge necessary to attract, motivate, manage, and maintain the most qualified employees.

Graduates of this program will be prepared to join a rapidly growing field of human resource professionals. According to the Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook national employment of Human Resources Specialists is projected to grow at 22% by the year 2018.

Identification and Description of the Program:

The Business Administration program is a two year AAS program. The Human Resources Option is designed to provide students with the skills needed to become a Human Resource Specialist. The curriculum will include: computer basics, marketing, accounting, business communication, supervisory management, human resource management, business law, human resource law, compensation and benefits, project management, payroll accounting and it also provides six credits of technical electives for the student to individualize the program to meet student interests and needs.

Objectives and Purpose of the Program:

The primary objective for this option is to provide students with the essential skills to manage a company's most vital asset – its people. The Business Administration program has the foundation of a solid business core with a second year option which focuses on teaching the graduate how to attract, motivate and retain the most qualified employees and matching them to the positions that they fit best. In addition, Southeast provides two technical electives to help the student focus their degree to meet student interests and goals.

Graduates of Southeast's Human Resources Option will show competency in:

- basic computer skills including Internet, Microsoft Office, file management, presentation and spreadsheet use.
- business communication practices to allow them to promote a product, service or their company and to communicate inside and outside of their business using all forms of media.
- basic marketing principles that will allow the student to analyze market opportunities, select target markets, design market strategies, plan marketing programs and organize, implement and control marketing efforts.
- accounting practices including financial statement preparation and analysis to payroll and budgets so they may understand and work in the finance areas of the business.
- financial management principles needed to maintain the finances of small businesses in order to achieve financial objectives through financial planning, financial control and through financial decision making.
- practical decision making skills in designing, implementing and measuring a digital marketing strategy for their business.
- understanding the legal issues, documents, and forms required for effective business management of personnel.
- understanding how to plan recruitment, selection, development, compensation and benefits, and labor relations.
- project management concepts, needs identification, team concepts, project communication, planning, scheduling, control and cost analysis.
- processing, verifying, and maintaining personnel related documentation, including staffing, recruitment, training, grievances, performance evaluations, classifications, benefits and employee leaves of absence.

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- explaining company personnel policies, benefits, and procedures to employees or job applicants.
- recording data for each employee, including addresses, weekly earnings, absences, amount of sales or production, supervisory reports on performance, and dates of and reasons for termination.
- gathering personnel records from other departments or employees.
- examining employee files to answer inquiries and provide information for personnel actions.
- answering questions regarding eligibility, salaries, benefits, and other pertinent information.
- compiling and preparing reports and documents pertaining to personnel activities.
- requesting information from law enforcement officials, previous employers, and other references to determine applicants' employment eligibility and acceptability.
- processing and reviewing employment applications to evaluate qualifications or eligibility of applicants.
- arranging for advertising or posting of job vacancies, and notify eligible workers of position availability.

Methods of Attaining the Objectives of the Program:

The curriculum will include lecture provided by instructors with industry experience, laboratory settings utilizing real-world examples, guest presenters from local industry, industry visits, and student projects. Southeast has been a laptop campus longer than any school in South Dakota and all classes utilize the Learning Management System providing students with resources during class and supplemental information outside the classroom.

The Human Resources Option will be offered traditionally at STI, but we plan to make a proposal to the Higher Learning Commission in Spring 2011 for an online program as well, to start as soon as Fall 2012.

All Southeast Tech programs have an advisory board to help assist in the development and refinement of curriculum.

Description of Labor Market Demands of the United States, State of South Dakota, Student Needs, and Industry Support

National Data

Nationally, Human Resources Managers and Human Resources Assistants/Specialists are all in high demand. With the complexity of today's business world, the need for educated HR professionals will continue to grow. The HR field is vast with opportunities in specialty areas such as compensation and benefits, training and development, recruitment specialists, placement specialists, payroll and timekeeping.

State/Regional Data

The South Dakota Department of Labor has specific information for Human Resources Managers and Human Resources Assistants. Human Resources Managers are expected to have projected increases of 22.8% from 2006 to 2016. Human Resources Assistants are expected to have projected increases of 16.7% from 2006 to 2016.

Student Needs

This option will provide students with an opportunity to enter an expanding industry that has many different entry points, areas for growth, and training within their area of expertise.

Industry Support

The Sioux Falls region has a constant need for Human Resources personnel. Many of our current STI students take positions in the Human Resources division of their companies. This program will provide those students with a better opportunity for placement and advancement in those companies. National data show significant increases in Human Resources positions. See table below:

Title	SOC Code	Employed 2008	Projected 2018	Increase	Percent
Employment, recruitment, and placement specialists	13-1071	207,900	265,900	58,000	28%
Compensation, benefits, and job analysis specialists	13-1072	121,900	150,600	28,700	24%
Training and development specialists	13-1073	216,600	267,100	50,500	23%
Human resources, training, and labor relations specialists, all others	13-1079	224,600	271,900	47,200	21%

Population to be Served by the Program:

Southeast will recruit students from a variety of backgrounds, including both traditional and non-traditional. It is anticipated that this program will attract students directly out of high school in addition to those who are unemployed, underemployed and those wanting to make a career change. We believe that existing students will look at this program as a viable option in addition to graduates from other Southeast programs.

Southeast will also move this program to an online degree in order to serve rural South Dakota and small town businesses.

Program Capacity

Starting Semester	Delivery Format	Capacity
Fall 2011	Traditional Day	28
Fall 2012	Online	24

Projected Three-Year Budget Plan

BUDGET PROJECTIONS			
Year	2011-2012	2012-2013	2013-2014
Salaries/Benefits	\$12,000.00	\$27,000.00	\$27,000.00
FTE	Adjunct Support	Adjunct Support	Adjunct Support
Staff Travel	\$250.00	\$1,000.00	\$1,000.00
Instructional Materials	\$3,500.00	\$2,000.00	\$2,000.00
Software/Books/Fees	\$1,000.00	\$1,000.00	\$1,000.00

Salaries/Benefits/FTE

The Human Resources Option shares a common core with our other Business programs. These courses are taught by an existing group of faculty in the business core. The Human Resources Option is an expansion of our existing Business Administration program and will be taught by existing faculty. The budgetary needs will be for adjuncts to teach additional sections.

Program Competencies and Entry and Exit Points of Suboccupations:

Program Competencies

Program competencies are based upon recommendations from faculty and staff with human resources experience and the utilization of the advisory board.

Entry and Exit Points

The Business Administration Program is a two year AAS degree program and will accept new students in the spring and fall semester. The common core of the business programs and the utilization of technical electives will allow students in other business programs or graduates of other programs to enter into the program in the second year of the program.

Students directly entering the program will exit the program after two years. Students entering the program after another degree will require an additional year or more depending upon their prior degree.

STI is continually working to provide additional paths through articulation agreements with 4 year colleges and universities. We will work to develop additional agreements to meet the needs of graduates from this program.

Statement of Nonduplication:

There are no other Business Administration Program, Human Resources Options in South Dakota at the AAS level.

Curriculum Design and Research:

Semester	Course Title	Credits	Lec/Lab
First			
BUS 101	Introduction to Business	3	3/0
CIS 105	Introduction to Computers	3	2/2
ENGL 101T	Composition	3	3/0
MATH 115	College Math	3	3/0
MKT 120	Principles of Marketing	3	3/0
SSS 100	Student Success Seminar	<u>2</u>	2/0
Second		17	
ACCT 210	Principles of Accounting I	4	3/2
BUS 130	Business Communications	4	3/2
BUS 212	Human Resource Management	3	3/0
BUS 220	Personal Finance	3	3/0
SPCM 101T	Fundamentals of Speech	<u>3</u>	3/0
Third		17	
ACCT 211	Principles of Accounting II	4	3/2
BUS 140	Business Law I	3	3/0
BUS 2XX	Human Resource Laws	3	3/0
BUS 2XX	Social Media	3	3/0
XXX 2XX	Technical Elective	<u>3</u>	3/0
Fourth		16	
ACCT 237	Payroll Accounting	3	2/2
BUS 2XX	Comp/Benefits	3	3/0
BUS 2XX	Project Management	3	3/0
PSYC 101T	General Psychology	3	3/0
SOC 150	Social Problems	3	3/0
XXX 2XX	Technical Elective	<u>3</u>	3/0
		18	
Total		68	

Wage Factor

Data from the Bureau of Labor Statistics for National and State Data listed below:

National Data - 2008

Title	Median Salary	Middle 50%	Lowest 10%	Top 10%
Employment, recruitment, and placement specialists	\$45,470	\$35,020 - \$63,110	\$28,030	\$85,760
Compensation, benefits, and job analysis specialists	\$53,860	\$42,050 - \$67,730	\$34,080	\$84,310
Training and development specialists	\$51,450	\$38,550 - \$67,450	\$29,470	\$85,160
Human resource assistants	\$35,750	n/a	n/a	n/a

State Data - 2008

Title	Median Hourly	Mean Hourly	Mean Annual
Human Resource Manager	\$36.74	\$38.69	\$80,480
Human Resources Assistant	\$13.21	\$13.25	\$27,550

Suggested CIP Code

52.0101 Business/Commerce, General

A program that focuses on the general study of business including the processes of interchanging goods and services (buying, selling and producing), business organization, and accounting as used in profit-making and nonprofit public and private institutions and agencies. The programs may prepare individuals to apply business principles and techniques in various occupational settings.

Appendix A – Letters of Support

Pat J. Lund, Director of Human Resources, Total Card, Inc.

Roxie Loftesness, President AvailAbility Employment Services

Chuck Hughes, Deputy District Director, US Small Business Administration



TOTAL CARD, INC.

December 10, 2010

Dr. Craig Peters
Southeast Technical Institute
2320 N. Career Avenue
Sioux Falls, SD 57107

Dear Dr. Peters:

This letter is being written in support of the proposed addition of the Business Degree in Human Resource Management to the Southeast Technical Institute Curriculum. As a seasoned Human Resources professional, the proposed course of study is relevant to the preparation of potential candidates for future career opportunities within the profession.

In order to be a successful human resources practitioner, it is necessary to have a solid understanding of the business world, as well as exposure to the various federal and state laws that will be pertinent in the daily course of business in a human resources department. Additionally, learning how social media, can be utilized as a tool in business, along with the constraints of electronic communications, are vital components one must have to be an effective practicing professional for the organization.

Practical application and study in the areas of speech and composition, as a part of the curriculum, reinforces the importance of effective communications. Professionals in human resources must be able to communicate through a variety of methods, with all levels of their organization, to be considered an effective member of the management team.

Human resource professionals many times go beyond the Generalist role, and are charged with the responsibility of coordinating and/or managing other functions. For that reason, requiring additional credits in the areas of compensation, benefits, payroll, accounting and project management is essential as this curriculum is introduced to potential students.

The proposed curriculum and Business Degree in Human Resource Management, to be offered through Southeast Technical, receives my full support.

Sincerely,


Pat J. Lund, SPHR
Director of Human Resources

"Experience the AvailAbility difference."



December 6, 2010

South Dakota State Board of Education
800 Governors Drive
Pierre, SD 57501

To whom it may concern,

This letter is to present my support for the expansion of the Business Administration Program at Southeast Technical Institute to a four program format including Human Resource Management, Entrepreneurship, Business Management and Business Administration.

As a member of the Business Department Advisory Board for over 17 years I have been an advocate of the move to the expansion to these specialized business majors for many years. The complexity of business has evolved as technological, administrative, managerial, compliance and regulatory needs have increased the need for graduates trained in specialized fields that exist within companies.

30 years as a human resource professional has opened my eyes to the tremendous need for degreed professionals in the human resource field. It is a highly compliant area for business and many business owners do not possess the expertise to carry out the detailed elements of human resource management in their companies. In larger organizations human resource departments offer multiple positions ranging from entry level to mid level that would provide expanded opportunities for graduates.

As a business owner, I see that the curriculum offered in the Entrepreneurship degree will provide aspiring business owners the opportunity to graduate equipped with the tools to start and run successful companies, eliminating the need to try and balance "learning the basics" and developing their business. 80% of economic growth depends on the introduction of new business into our economy.

A gap in managerial expertise is already beginning to surface in business. Companies have fallen behind in preparing their workforces to fill the management positions that will open as the "boomers" retire and the economy recovers ushering in the need for staff expansions. A Business Management degree will provide graduates who possess the desire to manage people and projects to equip themselves with tools to enter the rigors of management in a more expedient manner. We can no longer be patient for the history of tenure to be the basis for promotion in our companies.

The Business Administration degree has proven its success in answering the needs of students and business simply by looking at its track record and contribution to the success of Southeast Technical Institute since its inception. Knowledge and skills in foundational business basics has been and will always be sought after. Companies throughout South Dakota and surrounding areas will attest to the quality and successful contributions of graduates from this leading Business Administration program.

With the highly skilled faculty that supports these programs at Southeast Technical Institute and the proven dedication to student success, I see this expansion as a key to unlimited new opportunities for students and companies throughout our state and surrounding areas.

Sincerely,


Roxie Loftness, President
AvailAbility Employment Services
roxie@availabilityemployment.com
605-336-0353



U.S. SMALL BUSINESS ADMINISTRATION
SOUTH DAKOTA DISTRICT OFFICE
2329 NORTH CAREER AVENUE, STE. 105
SIOUX FALLS, SOUTH DAKOTA 57107
VOICE PHONE: 605/330-4243 FAX: 605/330-4215
DISCOVER SOUTH DAKOTA SBA WEBSITE: www.sba.gov/sd

December 1, 2010

STATE OF SOUTH DAKOTA PROGRAM ACCREDITATION

The Business Administration department at Southeast Technical Institute is proposing program revisions that would serve Sioux Falls and the surrounding area well. During Advisory Board meetings, of which I am a member, we have brainstormed needs of the workforce.

Having a choice between general business and the more specific areas of Management, Entrepreneurship and Human Resources will allow students to be better prepared to fill positions in this market. The addition of classes in social/electronic media and specialized human resource classes will keep the programs vital and current. The specialization of degrees will allow students to better address the work force needs in the business market and continue to encourage entrepreneurship.

As a member of the Advisory Board please consider this my opinion of a practical curriculum and endorsement of the proposed improvements and additions to the Business Administration programs at Southeast Technical Institute.

Sincerely,



Chuck Hughes
Deputy District Director
US Small Business Administration