Proposal for Delivery of an Existing Program with Blended Modality

The College of Business currently offers the Bachelors of Science degree in Business Administration (BS-BusAdm) in Corvallis, Bend and online.

The College seeks to create an innovative pathway to earn this OSU BS-BusAdm degree. We propose to expand our partnerships with community colleges to offer a variant of the 2+2 degree completion model[1] and to supplement our existing upper-division courses in the online BS-BusAdm degree program with a blended modality (50% face-to-face (f2f) and 50% online). This innovative pathway to an OSU undergraduate degree is unique and is not currently delivered by either Portland State University or University of Oregon.

The most affordable path to earning an OSU undergraduate degree is to complete 120 credits from a community college and 60 upper-division credits from OSU, either online or at the Bend or Corvallis campus. We propose to deliver the 60 upper-division credits using the blended modality. This approach is based on the Eduventures study[2] that found that more than half of the survey respondents in the Portland Metropolitan Statistical Area (MSA) would prefer a program that offers blended modalities of face-to-face and online, with face-to-face sessions offered during the weekday (40%) or weeknight (40%). This results in approximately 17% of the total undergraduate degree program achieved using OSU face-to-face sessions.

There is no difference between the proposed BS-BusAdm program and the BS-BusAdm programs currently offered in Corvallis, Bend or fully online. The 50/50 blended delivery format is currently used, or planned for use, for delivery of these same courses at the Corvallis campus. This format provides flexibility for many students who struggle to manage non-school related activities in their schedule.

Through our partnerships with community colleges, our goal is to provide affordable access to a high-quality, quantitatively-focused AACSB-accredited business degree to those students who are not able to attend on-campus degree programs in Bend or Corvallis.

In the Portland MSA, we have consulted with Portland Community College (PCC), Mount Hood Community College (MHCC), and Clackamas Community College (CCC). All three are supportive of having an additional and accelerated pathway for their students to earn an AACSB accredited undergraduate degree.

We currently have an established 2+2 arrangement with Chemeketa Community College for students to complete our online Business Administration degree program with an option in Supply Chain and Logistics Management. We are finalizing an agreement with Lane Community College to offer the accelerated OSU degree program. This partnership will target the part-time student who is fully employed and needs the flexibility offered by a blended modality program.

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[1] Two years of lower-division coursework completed at the community college and two years of upper-division coursework completed at the university.

[2] Eduventures Statewide Needs Assessment 2016, "Survey of Prospective Learners in the Portland Metropolitan Statistical Area".