

**BOARD OF HIGHER EDUCATION**  
**REQUEST FOR COMMITTEE AND BOARD ACTION**

**COMMITTEE:** Assessment and Accountability

**NO.:** AAC 07-31

**COMMITTEE DATE:** June 6, 2007

**BOARD DATE:** June 14, 2007

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**MOVED:**

The Board of Higher Education hereby approves the Certificate of Amendment of **The New England Institute of Technology** to award the **Associate in Science in Business Management Technology** and the **Bachelor of Science in Business Management Technology** at the EMC Corporation in Franklin, Massachusetts.

Authority: Massachusetts General Laws Chapter 69, Section 30 et seq.

Contact: Aundrea Kelley, Associate Vice Chancellor for Academic Policy

## **BOARD OF HIGHER EDUCATION**

June 2007

### The New England Institute of Technology

Associate in Science in Business Management Technology

Bachelor of Science in Business Management Technology

#### **INTENT**

The New England Institute of Technology (NEIT), a private non-profit technical college located in Warwick, Rhode Island, filed an amended foreign corporation certificate requesting authorization to offer the Associate in Science in Business Management Technology and the Bachelor of Science in Business Management Technology at the EMC Corporation in Franklin, Massachusetts. NEIT started offering the Associate in Science in Electronics Technology in 2000 and the Bachelor of Science in Electronics Engineering Technology at EMC in 1999. By 2006, a total of 36 students completed the associate degree, and a total of 17 students completed the bachelor degree. These two degree programs have ended and there are no students enrolled. To respond to newly-emerging employee training needs, EMC Corporation requested NEIT to submit proposals to offer associate's and bachelor's degrees in business management technology. These proposed programs intend to extend the educational partnership for employee training with NEIT. The proposed programs have been offered at NEIT's Rhode Island campus since 1984.

The associate degree curriculum combines management theory, computer training, and communication skills essential for employment in business. Students in the proposed program will learn management, marketing, and sales principles to then be applied to laboratory simulations. Computer applications will include accounting, desktop publishing, and Internet navigation as well as hands-on training in integrated computer software. Graduates of the associate degree program may be qualified to work in entry-level and mid-level positions including: manager trainee, purchasing agent, logistics coordinator, system integrity coordinator, and materials manager.

The proposed baccalaureate program intends to build on the knowledge and skills acquired in the associate degree program. Features of the program will include practical business experience brought into the classroom by the faculty, the use of advanced computer technology, and the completion of a required capstone project. Graduates will be eligible for employment in the multimedia, manufacturing, wholesale, retail and service industries as managers or as owners of their own enterprises.

#### **INSTITUTIONAL OVERVIEW**

The mission of New England Institute of Technology (NEIT) is to provide specialized associates and bachelor's degree programs that prepare students for careers in technology. NEIT was founded in 1940 as a certificate-granting trade school known as the New England Technical Institute. The Institute operates under a charter from the State of Rhode Island. In 1977 the Rhode Island Board of Regents authorized the Institute to change its name to New England

Institute of Technology and to offer associate in science degree programs. In 1982 the Commission on Technical and Career Institutions of the New England Association of Schools and Colleges (NEASC) accredited the Institute. The State of Rhode Island approved NEIT's request for authorization to award bachelor's degrees in 1984. In 1995, the Institute gained NEASC accreditation as a baccalaureate-granting institution. In January 1999 the Massachusetts Board of Higher Education approved NEIT's request to award the Bachelor of Science in Electronics Engineering Technology at EMC Corporation in Franklin, Massachusetts. One year later, in January 2000, NEIT received approval to offer the Associate in Science in Electronics Technology at EMC Corporation.

## **ACADEMIC AND RELATED MATTERS**

### *Admission Requirements*

The student population will consist entirely of EMC employees working at the company's U.S. manufacturing operation in Franklin, Massachusetts. EMC will determine which employees will be allowed to participate in the on-site program. Employees not selected to participate in the on-site program have the option to pursue their studies at NEIT's Warwick, Rhode Island, campus. The application process and requirements for the proposed programs are the same as that for students taking the on-campus programs. A candidate for admission to the associate degree program must have a high school diploma, a recognized equivalency diploma, or pass a standardized test determining a student's ability to benefit from the program. Student's applying to the proposed bachelor's degree program are required to have an associate degree or to be otherwise eligible for junior-level standing and to have a cumulative GPA of 2.0. There are four major steps:

- 1) Applicants meet with an admissions officer; in this case the officer will process students at the EMC Franklin, Massachusetts, site.
- 2) Applicants submit their application with a non-refundable application fee of \$25.
- 3) Applicants provide certification of being immunized.
- 4) Applicants seeking transfer credit must present official transcripts.

### *Projected Enrollments*

For the proposed associate's program, NEIT projects there will be 15 new part-time students for the first year and 13 new part-time students the following three years.

For the proposed bachelor's program, NEIT projects there will be 15 new part-time students for the first year and 13 new part-time students the following three years.

### *Current Tuition and Fee Charges*

Associate in Science in Business Management Technology: \$30,800  
Bachelor of Science in Business Management Technology: \$66,000

### *Curriculum (Attachments A and B)*

NEIT is on the quarter system as opposed to the traditional semester system. The 95 quarter hours in the proposed associate's program are the equivalent of 64 semester credits, and the 189 quarter hours in the proposed bachelor's program are the equivalent of 127 semester

credits. For the proposed A.S. degree, 32 quarter credits (21 semester credits) must be taken in the general education core, and for the proposed B.S. degree the total quarter credits for liberal arts are 60 (40 semester credits).

Each program consists of six 10-week quarters plus an optional summer intercession. While students may complete their associate degree in 18 months – and their bachelor program in another 18 months – many will take four years to complete the entire program. Students typically take four to five classes per quarter.

## **RESOURCES**

### *Faculty and Staff:*

Initially, no additional full-time faculty would need to be hired, but an additional adjunct instructor and full-time faculty member may be needed when both proposed programs are running concurrently.

### *Library and Information Technologies*

Students in the proposed programs will have access to full-text and subject-specific periodical databases from EBSCOhost and ProQuest and be provided access to more than 16,510 unique full-text periodical titles, approximately 8,800 of which are business publications. These databases are available on- and off-campus and can be accessed through the Library Web site, (<http://library.neit.edu>). The Library also subscribes to the following research databases: *Regional Business News*, *New York Times*, the *CQ Electronic Library (CQ Researcher, Public Affairs Collection, Encyclopedia of American Government)*, and *Gale's Opposing Viewpoints Resource Center*.

NEIT's library has a collection of approximately 47,000 volumes, including roughly 4,100 titles on business-related topics, such as economics, accounting, commerce, business law, advertising, management, marketing, personnel, computer applications, and small business management. The media collection of 1,200 media titles (primarily videotapes) has over 190 media titles related to business. The Library is a member of library networks that provide interlibrary loan services throughout the world.

### *Facilities*

EMC's Franklin facility is equipped with training rooms that are comparable to the lab settings on the NEIT campus. Rooms have computers for each seat, overhead projectors, white board, and VCR/DVD players. The software is the same as what is utilized on campus. All EMC computers will have the MS Office Suite and browsing software resident on them. Appropriate software for accounting, small business tax preparation, project management, Web design, etc., will be added as necessary.

### *Fiscal (Attachments C and D)*

The budgets for the proposed programs assume an initial cohort of 15 students, starting mid-2007, with 13 students persisting into years 2, 3 and 4. As such, the revenues, expenses, allocated costs, and net total revenues for 2007 are lower than the years from 2008 through 2010. Net total revenues for 2007 reflect a mid-year start, while those in 2008 reach their peak then gradually decrease through the remaining years. An additional assumption is that the program will conclude 2011. In that year, gross surplus reflects the end of the program.

## **EVALUATION**

### *Proposed Associate in Science Program*

The proposed associate degree program offered at NEIT's Rhode Island campus underwent a self-study and was evaluated by an external evaluator—Susan Cassidy, Business/Office Management Professor, York County Community College in Maine—in early 2005. Strengths of the program included knowledgeable and committed faculty; good working relationships among faculty and administrators; and regular assessment of the program. The evaluative report suggested that the program's mission and description be further clarified, that information about the program and its objectives be more widely publicized, and that instructors have additional professional development opportunities. In response, NEIT rewrote the program mission and description, provided information about the program to students and high schools at several forums and meetings, and researched the costs and logistics of providing faculty with additional professional development opportunities, including Microsoft Office User Specialists Certification.

### *Proposed Bachelor of Science program*

The proposed bachelor's degree program offered at NEIT's Rhode Island campus underwent a self-study and was evaluated by an external evaluator—Dr. Mirtha Crisostomo, Associate Professor of Management, Chair of the Management/Economics Department at Emmanuel College in Boston—in early 2006. The report found that the areas of strength of the program included its strong mission, committed faculty, and student-centered focus. The report suggested that NEIT make minor revisions in its curriculum and provide further resources for faculty development. In response, NEIT made changes in its curriculum and strengthened a number of the courses and will explore the feasibility of the program becoming accredited by the Association of Collegiate Business Schools and Programs.

## **PUBLIC HEARING**

The required public hearing was held on June 4, 2007, at 10:30 a.m. in the Board of Higher Education's offices. No comments were offered in opposition to the proposed programs.

## **STAFF ANALYSIS and RECOMMENDATION**

The staff has thoroughly evaluated all of the materials submitted by the New England Institute of Technology and finds that the proposal meets the requirements for NEASC-accredited institutions outlined in 610 CMR 2.08. Recommendation is for approval of the School's petition to offer the Associate in Science in Business Management Technology at EMC Corporation and the Bachelor of Science in Business Management Technology at EMC Corporation.

**Attachment A:**

## Curriculum Outline for Associate in Science in Business Management Technology

<b>Required (Core) Courses in the Major (Total # courses required = 19)</b>		
Course Number	Course Title	Credit Hours
MGT 110	Word Processing I	3
MGT 113	Introduction to Computers	3
MGT 121	Word Processing II	3
MGT 124	Electronic Editing	3
MGT 127	Accounting I	4
MGT 134	Office Administration	3
MGT 135	Business Communication I	4
MGT 140	Introduction to Business	4
MGT 150	Principles of Management I	3
MGT 212	Desktop Publishing	3
MGT 222	Accounting II	4
MGT 227	Spreadsheets	4
MGT 230	Principles of Marketing	3
MGT 232	Database Management	3
MGT 236	Business Communication II	4
MGT 238	Principles of Management II	3
MGT 245	Professional Sales Techniques	3
MGT 250	Integrated Software	3
MGT 260	Teaching Software in the Workplace	3
MGT 280	Externship (optional)	3
	<b>Subtotal Required Credits</b>	<b>63</b>

<b>Elective Courses (Total # courses required = 8) (attach list of choices if needed)</b>		
EN 101 EN 102	English I or English II (depending upon placement)	4
MA 110	Introduction to College Math	4
Elective	Core Elective (only if student places out of EN 101 and into EN 102)	4
MA 121	Business Math	4
BU 236	Small Business and the Law	4
EC 203	Principles of Economics	4
MA 120 or Elective	Technical Math I (for BS degree concentration) or Core Elective (for AS degree concentration)	4
Elective	Core Elective	4
	<b>Subtotal Elective Credits</b>	32
<b>Distribution of General Education Requirements</b> Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		<b># of Gen Ed Credits</b>
Arts and Humanities, including Literature and Foreign Languages		4
Mathematics and the Natural and Physical Sciences		8
Social Sciences		4
Communications		8
Business Operations/Other		8
<b>Subtotal General Education Credits</b>		32
<b>Curriculum Summary</b>		
Total number of courses required for the degree		27
Total credit hours required for degree		95
<b>Prerequisite, Concentration or Other Requirements:</b>		

**Attachment B:**

## Curriculum Outline for Bachelor of Science in Business Management Technology

<b>Course Number</b>	<b>Course Title (All in the major)</b>	<b>Credit Hours</b>
MGT 110	Word Processing I	3
MGT 113	Introduction to Computers	3
MGT 121	Word Processing II	3
MGT 124	Electronic Editing	3
MGT 127	Accounting I	4
MGT 134	Office Administration	3
MGT 135	Business Communication I	4
MGT 140	Introduction to Business	4
MGT 150	Principles of Management I	3
MGT 212	Desktop Publishing	3
MGT 222	Accounting II	4
MGT 227	Spreadsheets	4
MGT 230	Principles of Marketing	3
MGT 232	Database Management	3
MGT 236	Business Communication II	4
MGT 238	Principles of Management II	3
MGT 245	Professional Sales Techniques	3
MGT 250	Integrated Software	3
MGT 260	Teaching Software in the Workplace	3
MGT 280	Externship (optional)	3
ACC 311	Managerial Accounting	3
FIN 410	Financial Management	4
FIN 430	Investments	4
IT 375	Information Systems Management	4
MGT 313	Human Resource Management	4
MGT 331	Sales and Customer Management	4
MGT 336	Presentation and Analysis Tools	4
MGT 340	Managerial Decision Making	4
MGT 346	Project Management	4
MGT 360	Negotiations	4
MGT 420	Production/Operations Management	3



MGT 425	Entrepreneurship I	4
MGT 435	Entrepreneurship II	4
MGT 480	Management Seminar	4
MKT 310	Product and Service Marketing	4
MKT 355	Internet Marketing	4
	Choose One	
MGT 222	Accounting II (non-MGT AS graduates only)	4
MGT 280	Externship (Only MGT AS graduates – see advisor)	
	Or IT elective if MGT 222 and MGT 280 have been taken	
	<b><i>Sub Total Credits in the Major</i></b>	<b>129</b>
<b>General Education Courses</b>		
EN 101 EN 102	English I or English II (depending upon placement)	4
MA 110	Introduction to College Math	4
Elective	Core Elective (only if student places out of EN 101 and into EN 102)	4
MA 121	Business Math	4
BU 236	Small Business and the Law	4
EC 203	Principles of Economics	4
MA 120 Elective	Technical Math I (for BS degree concentration) or Core Elective (for AS degree concentration)	4
Elective	Core Elective	4
EN 331	Academic Writing	4
MA 325	Statistics	4
Elective	Core Elective	4
EN 321 or EN 421	Business Communication or Technical Communications	4
EC 301	Global Economy	4
Elective	Core Elective	4
Elective	Core Elective	4
	<b><i>Sub Total General Education Credits</i></b>	<b>60</b>
	<b><i>Total BS Credits</i></b>	<b>189</b>

### Attachment C

NEW ENGLAND INSTITUTE OF TECHNOLOGY  
PROGRAM BUDGET  
BUSINESS MANAGEMENT TECHNOLOGY  
ASSOCIATE DEGREE PROGRAM

	2007	2008	2009	2010	2011
<b>Revenues:</b>					
Tuition and fees	33,000	114,400	114,400	114,400	28,600
<b>Expenses:</b>					
Instructional salaries and benefits	12,276	51,068	53,111	55,235	14,361
Instructional material	2,000	8,320	8,653	8,999	2,340
Other costs	1,880	7,821	8,134	8,459	2,199
	<u>16,156</u>	<u>67,209</u>	<u>69,897</u>	<u>72,693</u>	<u>18,900</u>
Gross surplus	16,844	47,191	44,503	41,707	9,700
<b>Allocated Cost:</b>					
Allocation of instructional support and administrative costs	<u>3,877</u>	<u>16,130</u>	<u>16,775</u>	<u>17,446</u>	<u>1,134</u>
Net total revenues	<u>12,967</u>	<u>30,416</u>	<u>27,727</u>	<u>24,260</u>	<u>8,566</u>

## Attachment D

### NEW ENGLAND INSTITUTE OF TECHNOLOGY PROGRAM BUDGET BUSINESS MANAGEMENT TECHNOLOGY BACHELOR DEGREE PROGRAM

	2007	2008	2009	2010	2011
<b>Revenues:</b>					
Tuition and fees	33,000	114,400	114,400	114,400	85,800
<b>Expenses:</b>					
Instructional salaries and benefits	12,276	51,068	53,111	55,235	43,084
Instructional material	2,000	8,320	8,653	8,999	7,019
Other costs	1,880	7,821	8,134	8,459	6,598
	<u>16,156</u>	<u>67,209</u>	<u>69,897</u>	<u>72,693</u>	<u>56,701</u>
Gross surplus	16,844	47,191	44,503	41,707	29,099
<b>Allocated Cost:</b>					
Allocation of instructional support and administrative costs	<u>3,877</u>	<u>16,130</u>	<u>16,775</u>	<u>17,446</u>	<u>10,206</u>
Net total revenues	<u>12,967</u>	<u>30,416</u>	<u>27,727</u>	<u>24,260</u>	<u>18,893</u>