

Notification of Request for Authorization under the Degree-Granting Institutions Act

Date posted: October 22, 2019
Institution: Charter College
Accreditation: Accrediting Bureau of Health Education Schools (ABHES)
Current status: Authorized to offer degree programs in Washington State
Nature of request: Authorization to offer one additional degree program in WA
Proposed program: Associate of Applied Science in Business Management
Location: Online from the main campus:
17200 SE Mill Plain Boulevard, Suite 100
Vancouver, WA 98683

Background:

Charter College is a private for-profit institution owned by Prospect Education. Its main campus was moved to Vancouver, WA from Anchorage, AK in January 2016. It operates six locations in Washington State and branch campuses in Alaska and California.

Nature of the review:

Prior to granting authorization to offer new degree programs in Washington State, the Washington Student Achievement Council/Degree Authorization reviews elements such as program outcomes, course requirements, method of course delivery, faculty credentials, and student services.

Information on the additional program can be found at the end of this notice.

Timeline:

The WSAC will accept comments on this application until November 22, 2019.

Any individuals with knowledge that may indicate the institution and/or the program does not meet the authorization requirements of WAC 250-61 are requested to submit comments to: [Degree Authorization](#). Please note that comments may be shared with the institution requesting authorization and may be available to the public under Washington State law.

If you would like to know more about the current law and regulations that govern the program, they can be found at [Chapter 28B.85 RCW](#) and [WAC 250-61](#).

Section II Catalog

ADMISSIONS REQUIREMENTS - INSTITUTIONAL

- Prior to enrollment, an admissions representative will conduct an interview to review available programs and their relation to the career objectives, training needs, and overall motivations of the prospective student.
- Students must be at least seventeen (17) years of age. Students may be enrolled in only one (1) program at a time.
- All students must achieve the minimum score on the admissions assessment required for the program of study (SLE-Q or TEAs). Refer to *Entrance Exam* for more information about these requirements or potential exemptions.
- Students who have been convicted of a crime, which may affect their ability to be eligible for employment in their chosen field, may be denied admission.
- To become an *official start*, students must meet the *Admissions Requirements* and resolve all financial planning items on or before the end of the seventh business day following the start date (typically a Tuesday after the first week of the module).

The College observes the following according to State requirements:

WASHINGTON

1. All students must **attest** to having one (1) of the following:
 - a. A high school diploma;
 - b. A recognized equivalency certificate (e.g., GED); or
 - c. A passed State-authorized examination recognized as the equivalent of a high school diploma
 - a. (e.g., High School Equivalent Test (HSET) or Test Assessing Secondary Completion (TASC), or other State-authorized examination).
2. If a student does not meet one those requirements, they must provide documentation of an official passing score for an approved ability to benefit test prior to the first scheduled course.

ENTRANCE EXAM

The Wonderlic SLE-Q is administered prior to enrollment in select programs.

- Once the prospective student has passed the Wonderlic SLE-Q assessment, they may proceed with completing an enrollment agreement.
- A passing score is valid for five (5) years following the date the assessment was passed.

If a prospective student does not pass the Wonderlic SLE-Q with the required minimum score, they may:

- Attempt the assessment one (1) additional time during the five (5) week enrollment cycle prior to the start date; and,
- The assessment may be attempted no more than two (2) times per module.

CHARTER GRADUATES RETURNING FOR ANOTHER PROGRAM

Charter graduates of an online or blended program do not need to take or retake the Wonderlic SLE-Q to enroll in a different program.

RE-ENTRY STUDENTS

Former students who were withdrawn from a program are required to have a passing Wonderlic SLE-Q on file prior to re-entry. Former students who were withdrawn and attended prior to the College's establishment of an entrance exam will be required to pass the exam prior to re-entry.

PROGRAM TRANSFERS

Students transferring from one program to another, prior to graduating from a program, must meet the Wonderlic SLE-Q minimum score of the program they wish to transfer to.

MINIMUM SCORES

Program	Minimum Score
Business	
Certificate in Business Office Administration	13
Associate of Applied Science in Business Administration	15
Associate of Applied Science in Business Management	

ASSOCIATE OF APPLIED SCIENCE IN BUSINESS MANAGEMENT

DELIVERY METHOD: ONLINE

CAMPUS: ANCHORAGE, VANCOUVER

LENGTH: 60 WEEKS

The Associate of Applied Science in Business Management program provides students with the knowledge, technical skills, and work habits required for business management in the public, private, or non-profit sector. Topics include business fundamentals, marketing, human relations, leadership, personnel training, management, project management, customer service management, business technology, Microsoft Office software. The program also provides general education coursework in oral and written communication, ethics, sociology, and environmental science. In addition to attendance in all courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture, and about one (1) hour for every one (1) hour of lab. Upon successful completion of the program (see *Graduation Requirements* section of the catalog), students could enhance an existing business administration career, seek, or obtain entry-level employment in a business management related field.

PROGRAM OUTCOMES

Upon successful completion of this program, graduates should be able to:

1. Explain the theories and concepts of basic human resource management and performance evaluation relevant to a successful business environment.
2. Describe the components of and need for quality customer service management in a diverse organizational and global environment.
3. Describe the marketing, management components, and functions of business organizations.
4. Explain the legal and ethical issues found in the business community and recommend how these issues might be mitigated or alleviated.
5. Describe the need for an understanding of basic sociological principles as well as the diverse ethical principles inherent in the global economy in order to plan for and manage a successful business organization.
6. Describe the changing work environment and the skills needed by the office administrator to function in such an environment.
7. Use business software to produce complex documents, spreadsheets and presentations containing graphics and tables with relative speed and efficiency.
8. Develop and use good human relations skills, in interpersonal and intrapersonal interactions, as well as verbal and written communications.
9. Use marketing theory and strategies to explore all aspects of marketing and produce a marketing plan from initial analysis to final implementation and evaluation.

Course Code	Course Title	Contact Hours	Quarter Credit Hours
Concentration Requirements			
AC1110	Accounting Fundamentals	50	4.5
BA1110	Business Fundamentals	45	4.5
BA1115	Human Relations in Organizations	45	4.5
BA1220	Leadership and Followership	45	4.5
BA1410	Marketing Fundamentals	45	4.5
BA2025	Leadership and Team Management	50	4.5
BA2203	Marketing with Technology	45	4.5
BA2220	Managing People: Human Resources Development	45	4.5
BA2320	Business Law and Ethics	45	4.5
BA2420	Customer Focused Management	45	4.5
BA2720	Developing and Implementing Projects	50	4.5
OFM1010	Microsoft Word	50	4.5
OFM1020	Microsoft Excel	50	4.5

OFM1040	Microsoft PowerPoint	50	4.5
OFM1050	Customer Service	45	4.5
SS1001	Student Success Strategies	45	4.5
SS1110	Technology Fundamentals	50	4.5
SS1210	Professional Success Strategies	45	4.5
SS2101	Academic Success Strategies	50	4.5
	Total	895	85.5
	General Education Requirements		
GE2110	College Mathematics	50	4.5
GE2210	Environmental Science	55	4.5
GE2310	Written and Oral Communication Practices	45	4.5
GE2410	Ethical Principles Across Societies	45	4.5
GE2510	Introduction to Sociology	45	4.5
	Total	240	22.5
	Grand Total	1135	108.0

BA1110 BUSINESS FUNDAMENTALS

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course provides an introduction to the core functional areas of business. Students are exposed to common business language, as well as introductory theories in employee motivation, leadership, economics, and strategic planning. This course also provides an introduction to the accounting cycle, the marketing mix, and financial management.

BA1115 HUMAN RELATIONS IN ORGANIZATIONS

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course provides an introduction to the principles and concepts of human behavior in developing inter-and intra-relationships in the business environment. Students will develop skills to help understand themselves better, improve efficiency on the job, and obtain knowledge of human relations and motivation theory.

BA1220 LEADERSHIP AND FOLLOWERSHIP

4.5 QUARTER CREDIT HOURS

PREREQUISITES: BA1110 BUSINESS FUNDAMENTALS AND BA1115 HUMAN RELATIONS IN ORGANIZATIONS

This course examines theories and models of leadership and analyzes the components, perspectives, strengths and weaknesses of each. Followership as both a component of the leadership process and a form of leadership shall be explored. The connection between leadership and followership theory and practice in real-world settings will be researched and examined. Students will be encouraged to develop critical thinking skills while formulating their own personal leadership philosophies with a goal toward becoming more effective leaders and followers.

BA1410 MARKETING FUNDAMENTALS

4.5 QUARTER CREDIT HOURS

PREREQUISITES: BA1110 BUSINESS FUNDAMENTALS AND BA1115 HUMAN RELATIONS IN ORGANIZATIONS

This course provides an introduction to marketing theory and strategies. Students will explore the development of a marketing plan from the initial environmental analysis to the final implementation and evaluation stages. Topics include target marketing, consumer behavior, product development, branding, ethics, global marketing, and the marketing mix.

BA2025 LEADERSHIP AND TEAM MANAGEMENT

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This is a study of leadership and group dynamics. This course explores how to work with subordinates while increasing the ability to influence, lead, and coordinate the efforts of team members. Through the use of simulations and case studies, this course investigates leadership effectiveness, leadership styles, and group dynamics to develop effective leadership strategies.

BA2203 MARKETING WITH TECHNOLOGY

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This is a study of marketing with emphasis on usage with technology. Topics include identifying target markets, identifying niches, meeting customer needs using technology to create sales promotions, and using electronic media to market products.

BA2220 MANAGING PEOPLE: HUMAN RESOURCES DEVELOPMENT

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course introduces how to hire, train, supervise, motivate, and evaluate employees. Topics include legal issues, recruiting employees, training, performance appraisals, discipline, and grievance handling. The strategic planning process, with an emphasis on mission, vision, and goal setting will be emphasized. Management by objectives will be examined, and the global environment and the need to manage across borders will be presented.

BA2320 BUSINESS LAW AND ETHICS

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course provides an introduction to business law and ethics. Students will explore the role of business law from both the business and consumer point of view. Topics include civil, criminal, and tort law, as well as, legal and ethical concepts pertaining to the valid formation of contracts, consumer law, international jurisdiction and conflict resolution, the Uniform Commercial Code, employment law, white collar crime, and corporate social responsibility.

BA2420 CUSTOMER FOCUSED MANAGEMENT

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course provides an introduction to the concepts of customer services and is designed to promote professional customer service knowledge and skills. Topics include the role of customer service in the value chain within profitable business operations; the current theories, techniques, methods, and concepts of effective customer service; and the necessary communication skills to be a successful customer service professional. Emphasis is placed on meeting the needs and wants of the diverse and sometimes difficult customer, and effective strategies for anticipating, preventing, or solving customer problems will be presented. The unique and often overlooked role of customer service in marketing is also explored.

BA2720 DEVELOPING AND IMPLEMENTING PROJECTS

4.5 QUARTER CREDIT HOURS

PREREQUISITE: NONE

This course presents the design, set up, and maintenance of a business management project to completion. The project process, to include initiating, planning, controlling, reporting, and closing a project is introduced. Topics include integration, scope, time management, cost, quality, human resources, communications, risks, procurement, planning, executing, controlling and closing. A project management software shall be introduced and utilized throughout the study and application of project management.

GE2110 COLLEGE MATHEMATICS

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This is a college mathematics course with an emphasis on mathematical reasoning as well as formula manipulation. The course begins with an extensive review of basic mathematics, including fractions and decimals, and progresses to solving algebraic equations.

GE2210 ENVIRONMENTAL SCIENCE

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This laboratory course offers an introduction to environmental science. Environmental science focuses on understanding environmental problems and creating reasonable solutions. Principles of ecology will be presented and ecosystems examined, with accompanying regional, national, and global environmental challenges explored. An overview of major environmental challenges will be presented, accompanied by current and proposed principles and methods of environmental management. Sustainability as an environmental concept and necessity will be emphasized. Students will develop skills to analyze past and current crises and their causes as well as potential solutions.

GE2310 WRITTEN AND ORAL COMMUNICATION PRACTICES

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course is designed to improve the student's reading, speaking, listening, and critical thinking skills. Writing as a process is presented, and includes the theory and practice of writing effective paragraphs and essays. Grammar, punctuation, sentence structure, and paragraph development are reviewed and APA publication format taught and required for all researched writing. Emailing, texting, and social network communications will be discussed as applicable forms of communication. Public speaking skills will also be emphasized including topic selection, research, outlining, and basic speech writing and delivery. Students will be encouraged to engage in critical thinking skills as they choose and research pertinent topics for both written and spoken delivery, and explore the application of effective writing and speaking to academic, work, and social environments.

GE2410 ETHICAL PRINCIPLES ACROSS SOCIETIES

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course provides an introduction to ethics across multiple societal perspectives. Topics include the role of ethics in philosophical thinking, dominant and alternative approaches to ethical reasoning, the critical thinking process, and current ethical issues facing a plurality of cultures.

GE2510 INTRODUCTION TO SOCIOLOGY

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course surveys major sociological perspectives, theories, methods, and ideas and provides an overview of sociology and how it applies to everyday life. Major theoretical theories and concepts are presented, including social imagination, culture and its components, social change, social structure, social institutions, social class, and media influence among others.

OFM1010 MICROSOFT WORD

4.5 QUARTER CREDIT HOURS

PREREQUISITES: SS1110 TECHNOLOGY FUNDAMENTALS

Topics include basic and advanced concepts such as creating, editing, and formatting documents, desktop publishing, customizing, and working with large documents.

OFM1020 MICROSOFT EXCEL

4.5 QUARTER CREDIT HOURS

PREREQUISITES: SS1110 TECHNOLOGY FUNDAMENTALS

Topics include basic and standard Excel concepts such as creating spreadsheets, working with charts and graphs, formatting, using solver utility, and importing data into Excel.

OFM1040 MICROSOFT POWERPOINT

4.5 QUARTER CREDIT HOURS

PREREQUISITES: SS1110 TECHNOLOGY FUNDAMENTALS

This course covers basic to advanced skills with PowerPoint. Presentations in PowerPoint and many other media are examined.

OFM1050 CUSTOMER SERVICE

4.5 QUARTER CREDIT HOURS

PREREQUISITES: BA1110 BUSINESS FUNDAMENTALS AND BA1115 HUMAN RELATIONS IN ORGANIZATIONS

This course explores the elements required to have great customer service skills. The intent of the topics covered in this course is to provide knowledge and skills to take a proactive approach to maintaining customer relations. Topics explored include communication (verbal, written, and technology), problem solving, handling different situations, professionalism, customer focus culture, managing stress, and developing a customer service team.

SS1001 STUDENT SUCCESS STRATEGIES

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course presents principle-centered habits important for personal and academic success. Students will explore how being responsible, building relationships, collaborating, and communicating effectively can improve their academic success. Additionally, students will develop a plan that supports their academic and career visions and value how self-care and time management play a role in achieving that vision.

SS1110 TECHNOLOGY FUNDAMENTALS

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course introduces students to personal computer systems using Microsoft Windows and its applications, such as desktop features, search capabilities, and file management. The course also introduces students to creating, editing and formatting documents and spreadsheets, word processing, spreadsheet, and presentation software.

SS1210 PROFESSIONAL SUCCESS STRATEGIES

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course is designed to prepare students for career success through a focus on professionalism. The course will emphasize the development of work and human resource skills and professional ethics. Students will learn how to portray professionalism in behavior, presentation, dress, and work ethic, and will also study the professional standards of their chosen industry.

SS2101 ACADEMIC SUCCESS STRATEGIES

4.5 QUARTER CREDIT HOURS

PREREQUISITES: NONE

This course provides associate degree students in Charter College programs with strategies for academic success. Topics include self-directed learning, study habits, academic research and writing, and foundational math review. Using assignments, homework, and directed group discussions, students apply these foundational skills in measurable ways. Additionally, students receive actionable feedback and guidance in preparation for success in future classes.