Program Director, Bachelor of Science in Business Administration

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Type: Full-Time
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Category: Business Administration

Position Summary: The Bachelor of Science in Business Administration Program Director (PD) is an academic leadership position responsible for academic program development and oversight and may include teaching a defined course load annually. The PD ensures assigned programs are aligned with the University's mission, are accessible, relevant, career-oriented, and deliver an engaging student experience that culminates in successful student performance outcomes. The PD remains abreast of market and higher education trends in their designated area(s) and adjusts assigned program(s) to ensure students have educational pathways that lead to positive career opportunities. The PD is fluent in data and uses data and data analysis to identify and prioritize improvement opportunities relative to assigned programs. This position requires a leadership style that is firm and goal-oriented, yet motivates, develops, and enthusiastically engages stakeholders. The position requires an ability to learn quickly and thoroughly while continually recognizing and adapting to changing conditions. Finally, the position requires a sense of urgency and the confidence to handle a variety of challenges as well as a full commitment to the success of the University, the assigned academic program(s), our clients, and our enrolled students.

Essential Functions:

PROGRAM DESIGN AND DELIVERY:

- Oversees assigned program(s) and the creation and delivery of high-quality and engaging course content.
- Leads the development, implementation, teaching, and oversight of assigned educational programs that meet the Bellevue University Course Master Design Standards.
- Works closely with the Dean, Admissions, Advising, Financial Aid, Career Services, other internal and external stakeholders (such as advisory boards, corporate clients, and accrediting agencies) to produce new academic programs and update existing academic programs to attain a continual improvement in academic quality, course and program performance, student performance, and student experience.
- Maps courses to Program Student Learning Outcomes as well desired skill outcomes.
- Chairs an Academic Advisory Board for their assigned programs and coordinates periodic meetings to solicit advice on continual program improvement and market alignment.
- At a minimum, conducts quarterly reviews of teaching performance, course and program performance, and program learning outcomes to ensure the program meets assigned performance outcomes and goals.
- Recruits and selects subject matter experts to create quality, high-performing, and engaging courses that adhere to the Bellevue University Course Master Design Standards.
- Works collaboratively with the Design and Development team to develop and deliver innovative, high-performing, and engaging learning content and courses with the appropriate academic rigor, career/job relevance, and regulatory compliance.
- Where feasible, creates internships or experiential learning opportunities for students.
- Develops and monitors the scheduling of program courses.

FACULTY DEVELOPMENT:

- Coaches, mentors, monitors performance, and evaluates assigned faculty members to ensure that program courses are delivered both with academic integrity and with a focus on student engagement and success.
- Ensures that faculty teaching in their program(s) meet performance management expectations.
- Meets with faculty to define and communicate expectations for student engagement and faculty presence in course delivery. Meetings may be conducted physically, telephonically, by videoconference or email, or any combination of these.
- Coaches/mentors instructors on a periodic and as-needed basis.

DATA-DRIVEN PROGRAM ANALYSIS:

- Understands and actualizes the context and purpose of data and data analysis in order to provide meaningful insights that identify and prioritize improvement opportunities (data fluency).
- Acquires, converts, compiles, and analyzes relevant data to develop compelling arguments, develop a shared understanding through data storytelling, enhance decision-making, and improve desired outcomes.
- Analyzes assignment, course, program, and student experience data and make adjustments to attain assignment, course, program, and student performance & experience outcomes.
- Analyzes data relative to program student inquiry and enrollment trends, course surveys, and Marketing outcomes, and makes adjustments to programs and courses as needed.
- Analyzes financial data on assigned programs to ensure program financial goals are attained.

PROGRAM ASSESSMENT:

- Engages in the University's formal Program Assessment process in order to continuously improve assigned programs.
- Ensures the program is formally assessed according to the procedures established by the Bellevue University Academic Assessment Committee.

PROGRAM MARKETING:

- Collaborates with University Enrollment Management, Marketing, and Corporate Learning to ensure assigned programs have sufficient market exposure to grow student enrollment.
- Working with Enrollment Management, collaboratively conducts program presentations and program orientations for new student recruitment and enrollment (via live and recorded video sessions).
- Working with Marketing, collaboratively ensures program marketing material (website, landing pages, printed material, social media posts, etc.) accurately reflects program design, learning outcomes, and student experiences.
- Working with Corporate Learning, collaboratively engages with B2B clients to market and present assigned programs.

Individual Contributor Competencies:

- Ethics and Integrity: Behaves in a fair and ethical manner toward others; instills mutual trust and confidence; demonstrates a sense of responsibility; acts with honesty and integrity.

- Student Focused: Possesses the ability to keep students at the center of what we do and why we do it. Exhibits passion about improving the educational experiences of our students by creating lasting partnerships and relationships.
- Business Skills and Knowledge: Demonstrates literacy in areas related to the University's business, clients, and plans; able to design, develop, and execute strategies to align program performance with business needs and desired outcomes.
- Teamwork and Collaboration: Works with stakeholders in such a manner as to build high morale and commitment to goals and objectives. Interacts positively with co-workers and collaborators through the sharing of information or expertise and working together to solve problems.
- Time Management: Utilizes time effectively and prevents irrelevant issues or distractions from interfering with priority work completion.
- Initiative: Takes prompt and proactive action to accomplish tasks and meet goals and objectives.
- Service Orientation: Applies effective interpersonal and problem-solving skills when responding to students and stakeholders.
- Quantity and Quality of Work: Pays close attention to detail. Strives to achieve accuracy and consistency in all tasks.
- Continuous Learning: Hones and improves the level of knowledge and skills through education, training, and professional development.
- Delegation and Empowerment: Assigns tasks and decision-making responsibilities appropriately by considering staff and faculty knowledge, experience, skills, and workloads.
- Communication (Spoken & Written): Able to clearly present information through the spoken word; influences or persuades others through oral presentation in positive or negative circumstances; listens well; able to write clearly and effectively present ideas and to document activities; to read and interpret written information.

Skills & Abilities

Education:

A Master Degree in Business, Management, or a closely related field is required. A Ph.D. in Business or a Doctor of Business Administration is strongly preferred.

Experience:

- Minimum 3 years of online and/or face-to-face teaching experience.
- Ability to teach a wide variety of Business and Management courses at the Undergraduate-level.
- Industry experience relative to assigned academic programs is highly desired.
- Familiarity with the use of data and data analysis to identify and prioritize improvement opportunities.

- Online course development or design experience is highly desired.
- Familiarity with Generative Artificial Intelligence (AI) is highly desired.
- Familiarity with Blackboard Ultra Learning Management System is highly desired.

Other Requirements:

- Ability to carry out management duties which require following University operating business procedures.
- Ability to present ideas effectively.
- Strong organizational skills.
- Ability to establish and maintain constructive and cooperative working relationships with faculty, staff, students, administrators, and external contacts.
- Must be available to work on Bellevue University Main Campus (onsite) Monday through Friday

Computer Skills: General office and internet skills. Microsoft Office: E-mail, Excel, Word, and PowerPoint

Physical Demands: Select from list below for each

Stand

O

Walk

O

Sit

C

Handling / Fingering

C

Reach Outward

O

Reach Above Shoulder

O

Climb

N

Crawl

N

Squat or Kneel

O

Bend

O

N (Not Applicable)

Activity is not applicable to this occupation.

O (Occasionally)

Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs./day)

F (Frequently)

Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs./day)

C (Constantly)

Occupation requires this activity more than 66% of the time (5.5+ hrs./day)

Other Physical Requirements: N/A

Reasonable Accommodations Statement:

To perform this job successfully, an individual must satisfactorily perform each essential duty. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential functions.

NOTE: The statements above are intended to describe the general nature and level of work involved for this job. It is not an exhaustive list of all responsibilities, duties and skills required of this job. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The Higher Education Opportunity Act requires institutions participating in federally funded financial aid programs to make information about the institution available to the public, current and prospective students, and current and prospective employees. The Bellevue University Consumer Information webpage, found at www.bellevue.edu/student-support/consumer-information/consumer-information, provides readily accessible information to help consumers make informed decisions about post-secondary education.

Bellevue University's Annual Security and Fire Safety Report (ASR), found at www.bellevue.edu/student-support/consumer-information/pdfs/annual-safety-report.pdf, provides information about campus crime statistics and institutional security policies and procedures as well as information about student housing fire statistics and fire safety policies. You can obtain a paper copy of these reports from the Bellevue Dean of Students office by calling 402-557-7028. In addition to this, Bellevue University is an Equal Opportunity Employer.

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