ONLINE BUSINESS COURSES

Introduction
Dean College is introducing online business courses beginning in the fall of 2014. The program will offer students the opportunity to obtain a Bachelor’s Degree in Business. The program description is identical to the current Bachelor’s Degree in Business program model, however all lessons and coursework will be completed online. Students will need 122 credits to complete the degree program.

About Online Learning

Online learning allows students the flexibility to complete a degree program in a way that will fit within each individual’s schedule, anywhere, anytime, online. Online learning courses are most successfully completed by students who are motivated and work well independently. Through online learning, students are not required to physically go to class, but should be prepared to devote a sufficient number of hours each week towards online studies.

A November 2011 report by the Babson Survey Research Group tracked the growth of online learning enrollments. The survey found that more than 6.1 million students took at least one online class during the fall of 2010, a 10% increase over the previous year and nearly four times the number of students taking online courses a decade ago.

Today’s students have grown up using technology, living in a world where computing is ever-present. Technology trends such as constant connectivity, the use of smart devices, cloud computing, and the growth of digital media are helping to define online learning.

In an August 2010 survey by the Society for Human Resource Management (SHRM), more than half of human resources managers surveyed said that if two applicants with the same level of experience were applying for a job, it would not make a difference whether the job candidate’s degree was obtained through an online program or through a traditional degree program. Additionally, seventy-nine percent of organizations said they had hired an applicant with an online degree during the previous 12 months.

* Note: Online learning has become even more prevalent in today’s marketplace since data was collected in 2010/2011.
Value of a Bachelor’s Degree

Job seekers are increasingly realizing the value and importance of a college degree.

In a 2013 study conducted by the College Board entitled: *Education Pays 2013: The Benefits of Higher Education for Individuals and Society*, it was documented that individuals with higher levels of education earn more and are more likely than others to be employed. The study noted that median earnings of bachelor’s degree recipients with no advanced degree working full time in 2011 were $56,500, $21,100 more than median earnings of high school graduates. Individuals with some college but no degree earned 14% more than high school graduates working full time. Their median after-tax earnings were 13% higher.

The study also concluded that as workers age, earnings rise more rapidly for those with higher levels of education. The study gave the example that the gap between the earnings of full-time workers whose highest degree is a bachelor’s degree and those of high school graduates grows from 54% ($15,200) for 25- to 29-year-olds to 86% ($32,000) for 45- to 49-year-olds.

Benefits of Online Education

In the past decade, online education has significantly increased in popularity among students of all ages. There are numerous benefits to this increasingly popular form of education.

- **Flexibility to students**
  - Because students are able to attend classes and courses whenever and wherever there is a computer and access to the internet, they can easily plan out a schedule that would work for them. Online courses cater to students with full-time jobs or other commitments that would otherwise prohibit obtaining an education.

- **Student-centered teaching approach**
  - Each student differs in their style of learning. Receiving an online education ensures that each lesson is completely understood before moving on to the next, which in turn, could result to better learning.

- **Accessibility**
  - Online course materials can be accessed 24 hours a day every day, allowing students to easily read and review materials that are relevant to their course. Students simply access the material online once they are prepared to learn and are able to do so at their pace, without distractions.

- **Savings**
  - There are no additional costs for transportation and accommodation to and from class. Additionally, courses are typically cheaper than traditional classes.

- **Develop technical skills**
  - Students use tools and resources available over the Internet to research and interact with other students, amplifying their technical knowledge.
Ease of Communication

- Students are able to communicate with instructors easily through the use of technology, allowing them to discuss concerns related to the material without having to wait for in-person office hours.

Variety

- More and more colleges and universities are starting to offer online education to students. This gives even more options as far as online education programs and courses are concerned, allowing students to choose those which they think would best help them in achieving their personal and educational goals.

Online education has revolutionized the learning process. Today, individuals from all over the world, regardless of their age, location and physical and financial capability, are now given the opportunity to learn and study about a wide range of subjects and courses, helping them achieve their educational goals.

Value of Online Courses at Dean College

Dean College is a private, residential college that creates and cultivates an environment of academic and personal success. The Dean Difference provides students with quality teaching, personalized academic support, leadership opportunities and professional development promoting a lifetime of learning and achievement. Our students demonstrate community and social responsibility, high standards of personal integrity and the ability to thrive in a global environment where change is constant and dramatic.

Online business courses at Dean College allow students to learn at their own pace. Students will be required to meet deadlines, but are able to complete coursework by logging in to a secure network anywhere, anytime. Your courses are developed by faculty who understand the specific needs of learners in an online environment.

The main benefits to pursuing online courses at Dean College are value, quality, flexibility and support.

Value – At just $313 per credit, Dean offers one of the lowest cost of online courses in the area.

Quality – Dean College is a private, nonprofit institution that is fully accredited by the New England Association of Schools and Colleges. Our online business courses are designed for professionals who want to advance their education without sacrificing the quality of an accredited program.

Flexibility – From prior learning credits to career-oriented courses with total flexibility, Dean College online courses are developed specifically for the adult learner.

Support – An admission counselor will guide you through the process and you will have an academic advisor who will work with you throughout your time at Dean to ensure you receive the support and encouragement you need for academic success. Our faculty will support you online and are available for face-to-face counsel throughout the semester.
Requirements

Students registering for online courses at Dean College must have access to a computer with Internet access to complete coursework. Additionally, students must be proficient in Microsoft Office and comfortable with the use of email and the Internet. Technical support will be available to students throughout the semester.

Are Online Degree Courses Right for You?

Answer the following questions Yes or No. Then see your scoring summary below the checklist.

I have good technology skills and access.
Yes No 1. I have an email account and frequently communicate through emails.
Yes No 2. I know how to use an Internet browser to navigate to web sites.
Yes No 3. I have fairly good typing skills.
Yes No 4. I know how to save a document to my desktop or to a folder on my hard drive.
Yes No 5. I have home access to a high-speed (cable modem or DSL) Internet connection.

I don’t mind taking risks when learning.
Yes No 6. I am not afraid of making mistakes if I am learning to do new things.
Yes No 7. It does not bother me if I answer incorrectly in a new learning situation.
Yes No 8. I don’t mind asking an instructor for help if I don’t know how to do something.
Yes No 9. I don’t mind displaying my work in front of others in a learning situation.
Yes No 10. I am not easily frustrated when I am learning new things.

I am an organized and self-disciplined learner.
Yes No 11. I tend to start new tasks early to get a head start on them.
Yes No 12. When I have a lot of things to do, I schedule them to make sure I get them done.
Yes No 13. I almost never let things go until the last minute.
Yes No 14. I tend to plan my daily activities to allow enough time to accomplish them.
Yes No 15. I know I can make a weekly commitment of time to complete my coursework.

I know I am responsible for my own learning.
Yes No 16. I believe it is rewarding to be a high achiever.
Yes No 17. My successes have always been because of my efforts; luck rarely played a role.
Yes No 18. I try to achieve in all my classes, regardless of their level of difficulty.
Yes No 19. I usually reach the goals I set for myself.
Yes No 20. I tend to persist at things I start, even when takes more time than I thought.

I have good communication and study skills.
Yes No 21. I have good reading comprehension.
Yes No 22. I’m comfortable with expressing myself in writing.
Yes No 23. I am fairly good at following written directions.
Yes No 24. I can focus my attention on learning even when there are distractions around.
Yes No 25. I like working on tasks independently; I don’t need face-to-face contact.
If you answered "yes" to:

23-25 items – You are an excellent candidate for online learning; go for it!
20-22 items – You will probably be okay with online learning, but may need to work on developing some of the required qualities.
Fewer than 20 items – You may have difficulties with online learning. Review the checklist and see if there are any of these you can change or address.

Next Steps

Congratulations! You have decided that online courses are right for you. There are still a few steps necessary prior to enrollment.

- **Research**
  - Research the specific program that you would like to complete your degree (e.g. Business)

- **Make an Appointment**
  - Make an appointment to speak with an academic counselor to discuss the course credits necessary to completing your degree and any additional questions you may have.

- **Schedule**
  - Set your schedule. Once you have finalized your classes, create a schedule that fits in with your lifestyle while adhering to the deadlines required to complete coursework.

How to Apply to Dean College

Enrollment is now open. Space Limited. To apply for online courses, visit www.dean.edu or call 1-877-TRY-DEAN.