

Academic Programs and Planning (APP) Committee  
Feedback and Response Form

Thank you for your submission of the proposal titled Business School Concentration to Degree Proposals.

The APP committee reviewed the proposal on Oct. 2 and Nov. 18, 2021. The committee unanimously recommends the proposal to the faculty senate.

Below is feedback from the initial meeting and responses to that feedback.

*Strengths of the Proposal:*

The proposal clearly justifies why the change to majors, rather than concentrations, is in the best interest of students. This change better aligns their degrees to employer expectations. The proposal also makes clear that this change will keep our degrees competitive with our peer institutions by making the degree options clear to incoming students.

These concentrations already function as independent entities, being separate majors in all but name. The proposed change to majors simply makes this clear to students and employers.

The assessment plan is robust, with alignment to the ELOs and the Strategic Plan. That these plans seem rather overwhelming is likely due to requirements from their accrediting body.

The committee does have a few requests for clarification and edits. Addressing these points will strengthen the proposal as it moves to external reviewers.

Committee Suggestion/Clarification	Author Response
Will the Business Program separate into five different Programs or five majors within one Program? Five new programs will require converting those Associate Chairs into Chairs, the probable creation of new Program Standards for Tenure and Promotion, etc. Creation of new Programs might require additional resources at the staff level, even if not the faculty level. This needs clarification.	Page 1, first sentence. "Convert selected concentrations in B.S. Business Studies program to separate discipline-specific programs, each granting their own degree." See page 7, details about incremental chair costs and more direct language regarding specific costs.

<p>Be explicit within each category of resource that no new resources will be needed, and why this is true, rather than providing a blanket statement to that effect. AIC will be looking for information on all of the following:</p> <ul style="list-style-type: none"> <li>● Personnel, including both faculty and staff</li> <li>● Facilities</li> <li>● Operating expenses - equipment, library resources, etc.</li> </ul>	<p>See page 7</p>
<p>The data presented in Figure 1 on page 5 is nine years old. More current data would strengthen the proposal.</p>	<p>This is the most updated data we could find. But the transition from concentrations to degrees was strongly supported by business faculty, business students, alumni, board of trustees members (Presidential Task Force Report), and multiple business advisory boards.</p>
<p>Given that both the financial planning and business analytics programs have traditionally had lower enrollment yet one will be a stand-alone major and one a concentration, explain to those readers who aren't familiar with the various fields of business why business analytics does not belong as a concentration in one of the larger majors.</p>	<p>See additional text on page 42.</p>
<p>If all moved to BS, will there still be options for new concentrations or will they all remain General.</p> <p>-Pg 5 begins to answer this but perhaps more information here</p>	<p>“Finally, degree programs could quickly respond to the continuously changing business environment by incorporating relevant concentrations within their programs. For example, Entrepreneurship within Management, Integrated Marketing Communications within Marketing, Forensic Accounting within Accounting and Corporate Finance within Finance, with other concentrations possibly developing in the future.”</p>

<p>The program student learning outcomes for each Business specific area (Business Specific Learning Objectives) are not measurable (i.e. - “understand”). See Accounting pages 10-11, Analytics pages 28-29, Finance page 48, Management pages 66-67, and Marketing pages 83-84. The program outcomes are not clearly identified.</p>	<p>“The learning objectives proposed for the XXXX degree are consistent with that vision and mirror current business studies learning objectives that have been vetted and measured in conjunction with AACSB accreditation standards.” Adjusted several to measurable outcomes for degrees listed.</p>
<p>BUSA 2110 is a new requirement in the Accounting, Finance, Management, and Marketing Bachelor of Science programs. Is this a new course? How often will it be offered and in how many sections? What resources (faculty teaching hours) are needed to run this course or are resources being diverted from other course offerings?</p>	<p>BUSA 2110 is a new core course required for Business Studies. This course will be offered every semester and supported exclusively by an already approved tenure track faculty line within Business Analytics. This line is in addition to the 4 faculty lines and 5 adjunct currently supporting this concentration.</p>
<p>To make room for BUSA 2110 in the Accounting, Finance, Management, and Marketing Bachelor of Science Programs, ECON 1400 Microeconomics has been shifted to an At Some Distance course while still being a required course for these majors. ECON 1400 is effectively required as it is a prerequisite for BSNS 4112 Business Policy &amp; Strategies which is required for these majors. Is there rationale that supports listing ECON 1400 as an At Some Distance course when it had previously been listed in the BSNS core courses, or is this shift only being done to accommodate BUSA 2110 to support the Technology Agility Learning Outcome?</p>	<p>Yes, the shift is being done to accommodate BUSA 2110 and AACSB’s requirement for incorporating Technology Agility into the program. However, the decision to move ECON 1400 was the result of a collaborative effort between the Economics and Business faculty and business faculty research that examined the impact on Stockton transfer students.</p>
<p>The course BSNS 2120 is named differently in different proposals (such as “Quantitative BSNS Methods” under the Business Analytics major and Financial Planning Concentration; and “Introduction to Business Analytics” under Accounting, Finance, Management, and Marketing major).</p>	<p>New course title “Introduction to Business Analytics” Corrected</p>

<p>Table 8 showing the Proposed Financial Planning Concentration lists the BS as Business Studies, when it should say BS in Finance.</p>	<p>Corrected</p>
<p>typo on page 40 - [18] <b>Retieved</b> from <a href="https://www.mckinsey.com/insights/analytics/analytics-comes-of-age">Analytics-comes-of-age.ashx (mckinsey.com)</a></p>	<p>Corrected</p>
<p>What resources are available to help students who have a general interest in business studies but do not know which option is the best fit to choose their majors?</p>	<p>The core courses in support of the individual degrees will stay the same. This will provide students with the opportunity to take introductory courses about each degree. This is no different than what we currently offer.</p>
<p>Table 6 on page 42 appears to need some data Fall 2020 &amp; Spring 2021 can this be updated?</p>	<p>Done, added Fall 2020 &amp; Spring 2021.</p>
<p>The best practice for CIP code would be to use the CIP code for the academic program. 52.0801: Finance.</p> <p>The CIP code for the concentration could be removed: 52.0804: Finance with a concentration in Financial Planning</p>	<p>Done, I deleted 52.0801</p>
<p>Is there any data about current students perceptions of the change (considering that they will be grandfathered and what is on their degree will change from a BS in Business Studies</p>	<p>There is no data currently available. However, student feedback from Career Education and Development did confirm student confusion regarding the degree they are currently working on. See page 2</p>

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