



School of Business

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September 8, 2022

DEAN OF THE SCHOOL OF BUSINESS
Support for 3 Undergraduate
Concentration to Degree Proposals

Dr. Elizabeth Pollock, Chair
Academic Programs and Planning Committee
Stockton University
101 Vera King Farris Drive
Galloway, NJ 08205-9441

Dear Dr. Pollock:

I am writing to provide my endorsement of the three-undergraduate concentration to degree proposals being presented by the School of Business, supporting Bachelor of Science degrees in Accounting, Finance, and Business Analytics.

The School of Business is pursuing these degrees for several reasons. In recent years, alumni, students, potential employers, and other stakeholders have expressed confusion and discontent regarding the name of the Business Studies degree.¹ These stakeholders have indicated the current degree, "Business Studies" suggests a broad study of business, rather than a deep exploration of a specialized program. In addition, offering concentrations within the Business Studies program prevents the capturing of discipline specific information often referenced by potential students and employers.

Stand-alone degrees within Accounting, Finance and Business Analytics will provide several additional benefits, including greater career opportunities for graduates, potentially growing enrollment in the programs, allowing for greater curricular flexibility to meet the changing needs of the disciplines, and greater visibility for the programs, including enabling these degree's to be included in comparative rankings with equivalent programs at other institutions.

¹ These sentiments have been expressed to Business Studies faculty members in a number of settings, including during meetings of Stockton's Business Advisory Board and the recent Presidential Task Force on a Strategic Pathway to Achieve Stockton University's Goal for Business and Hospitality Excellence in Atlantic City. See, e.g., Stockton University, "Presidential Task Force on a Strategic Pathway to Achieve Stockton University's Goal for Business and Hospitality Excellence in Atlantic City" (2020), <https://www.stockton.edu/academic-affairs/task-force/documents/presidential-school-of-business-task-force-report.pdf>.

Finally, each proposal clearly indicates that there will be no immediate need for additional faculty, staff, or administrative resources to support these proposals. However, additional program chair compensation is recognized. Consequently, Program Chairs selecting their course release options could lead to the hiring of additional adjuncts.

Respectfully,

A handwritten signature in black ink, appearing to read 'W. Kleinsmith, Jr.', written in a cursive style.

Warren J. Kleinsmith, Jr.
Interim Dean, School of Business
Stockton University