

**Florida Board of Governors**

**Request to Offer a New Degree Program**

University of West Florida  
University Submitting Proposal

Fall Semester 2009  
Proposed Implementation Date

College of Business  
Name of College or School

Management and MIS  
Name of Department(s)  
Bachelor of Science in Business Administration

General Business  
Academic Specialty or Field

General Business, 52.0101  
Complete Name of Degree  
(Include Proposed CIP Code)

**The submission of this proposal constitutes a commitment by the university that, if the proposal is approved, the necessary financial resources and the criteria for establishing new programs have been met prior to the initiation of the program.**

Date Approved by the University Board of Trustees	President	Date
Signature of Chair, Board of Trustees	Date	Vice President for Academic Affairs
		Date

Provide headcount (HC) and full-time equivalent (FTE) student estimates of majors for Years 1 through 5. HC and FTE estimates should be identical to those in Table 1. Indicate the program costs for the first and the fifth years of implementation as shown in the appropriate columns in Table 2. Calculate an Educational and General (E&G) cost per FTE for Years 1 and 5 (Total E&G divided by FTE).

Implementation Timeframe	Projected Student Enrollment (From Table 1)		Projected Program Costs (From Table 2)		
	HC	FTE	Total E&G Funding	Contract & Grants Funding	E&G Cost per FTE
Year 1	15	11	\$22,800		\$2,027
Year 2	20	15			
Year 3	25	19			
Year 4	30	22			
Year 5	37	28	\$45,600		\$1,643

*Note: This outline and the questions pertaining to each section must be reproduced within the body of the proposal to ensure that all sections have been satisfactorily addressed.*

## **INTRODUCTION**

### **I. Program Description and Relationship to System-Level Goals**

**A. Briefly describe within a few paragraphs the degree program under consideration, including (a) level; (b) emphases, including concentrations, tracks, or specializations; (c) total number of credit hours; and (d) overall purpose, including examples of employment or education opportunities that may be available to program graduates.**

- (a) Bachelor of Science in Business Administration (BSBA)
- (b) General Business (with no sub-specializations)
- (c) 120 semester hours
- (d) The BSBA in General Business will provide students with the knowledge and skills to function in a world of business that increasingly demands that business graduates have cross-functional abilities. The General Business major builds abilities across multiple business disciplines including management, marketing, economics, and finance thus providing broad abilities in the context of managing modern businesses. The orientation of the program is toward effective management of resources, adoption of market orientation, and understanding the economic and financial implications of management decisions.

Examples of positions available to graduates include many in small business operations; management positions in business, government, health care, and education; and business related positions in manufacturing, the banking industry, investment industry, real estate, health care, hospitality, retail sales, professional and service organizations, and military-related enterprises. Many announcements of business positions include among the selection criteria holding a degree in business without identification of a specific sub-discipline major.

Graduates will be able to pursue graduate study in programs such as the Master of Business Administration (MBA), Master of Science in Administration (MSA), and Master of Human Resource Management (MHRM).

**B. Describe how the proposed program is consistent with the current State University System (SUS) Strategic Planning Goals. Identify which goals the program will directly support and which goals the program will indirectly support. (See the SUS Strategic Plan at <http://www.flbog.org/StrategicResources/> )**

With respect to State University System Strategic Planning Goals, the BSBA in General Business directly supports:

- Goal B: Meeting statewide professional and workforce needs.
- Goal D: Meeting community needs and fulfilling unique institutional responsibilities.

Our community has many small and mid-size businesses requiring personnel with cross-functional knowledge and skills. Our experience in placing students in local area internships for other business

degrees offered by the University reflects this special need.

The degree indirectly supports the following:

- Goal A: Access to and production of degrees at the bachelor's level with special recognition of the need to provide access to a diverse population.

## **INSTITUTIONAL AND STATE LEVEL ACCOUNTABILITY**

### **II. Need and Demand**

- A. Need: Describe national, state, and/or local data that support the need for more people to be prepared in this program at this level. Reference national, state, and/or local plans or reports that support the need for this program and requests for the proposed program which have emanated from a perceived need by agencies or industries in your service area. Cite any specific need for research and service that the program would fulfill.**

Nationally, review of data available through Career Builder, one of the best electronic data bases for jobs, shows that as of September 2008, indicates that there were 9,960 jobs nationwide listed under the category of “general business.”

From the Florida perspective, the same database showed 688 jobs in that category for Florida. The Employ Florida—Labor Market Options website identifies the 25 highest paying jobs in Florida. Among those positions are several for which candidates with General Business degrees would qualify: sales managers, public relations managers, financial managers, compensation and benefits managers, purchasing managers, transportation-storage-and-distribution managers, and training-and-development managers. Among the 50 fastest growing occupations in Florida are retail salespersons, customer service representatives, sales representatives, business operations specialists, general and operations managers, real estate sales agents, first-line supervisors/managers of retail sales workers, and management analysts. Individuals with a General Business degree would qualify for consideration for each of these positions.

Representatives of the College's Business Advisory Council and local Chambers of Commerce were canvassed to identify local acceptance of the General Business degree as a credential for business-related positions in the University's service area. Letters of support for the General Business degree are included in Appendix A.

- B. Demand: Describe data that support the assumption that students will enroll in the proposed program. Include descriptions of surveys or other communications with prospective students.**

Students enrolled in Introduction to Business courses at the University of West Florida were surveyed in the Fall Semester 2008 for interest in different bachelor's degree majors. Among those responding, 62% indicated they would be interested in a General Business degree; 56% indicated they would be interested in a double major with General Business.

Information about enrollment and degrees granted in the General Business major at Florida State

University (FSU), the University of Central Florida (UCF), and the University of South Alabama (USA) was analyzed to determine the percentage of students enrolled in a General Business degree when compared with the number of students in programs similar to those in UWF's business degree program mix. With respect to Fall 2007 headcount enrollment, the data for Colleges of Business undergraduate enrollment indicate that 4.5%-18.2% of students are enrolled in the General Business degree. With respect to business bachelor's degrees granted, the data indicate that 5.7%-10.8% of students were awarded the General Business degree in 2006-2007.

Institution	Percent Enrollment in General Business major Fall 2007	Percent Degrees Granted in General Business Major for 2006-2007
Florida State University	4.5	5.7
University of Central Florida	18.2	10.8
University of South Alabama	5.7	10.8

**C. If similar programs (either private or public) exist in the state, identify the institution(s) and geographic location(s). Summarize the outcome(s) of any communication with such programs with regard to the potential impact on their enrollment and opportunities for possible collaboration (instruction and research). Provide data that support the need for an additional program.**

Within the State University System, the following institutions offer the General Business major under CIP Code 52.0101:

- Florida State University (FSU)
- University of South Florida (USF)
- University of Central Florida (UCF)

Along the immediate Gulf Coast, the University of South Alabama (USA) offers the General Business major.

With respect to institutions in the Florida Community College and Florida State College System, none of the institutions in the University's service area offer the General Business bachelor's degree. Northwest Florida State College offers a bachelor's degree in Project Management with specializations in areas such as contract acquisition and management.

Because of distance involved from Pensacola to Tallahassee, Tampa, and Orlando, there is no expected impact on enrollments in General Business at FSU, USF, or UCF. With respect to USA, any impact on its enrollment would be minimal given the distance to its campus from Pensacola (60 miles) and issues related to out-of-state tuition.

During the early Summer of 2008, exploratory discussions were held with representatives of Northwest Florida State College about the possibility of offering a joint degree in General Business with NFSC providing the lower division components (i.e., General Education and Business Common Prerequisites), UWF providing the upper division courses in its BSBA Common Core, and NFSC providing the remaining upper division courses to complete the major in General Business. No action was subsequently taken based on this exploration. In October of 2008, arrangements were

made with Pensacola Junior College to administer to students in their Introduction to Business course a survey related to student interest in a General Business bachelor's degree. Results of this survey are reported elsewhere in this proposal.

As noted below, the incremental cost of offering the General Business degree at UWF will be very minimal given that all of the courses included in the program are already offered as part of UWF's other business bachelor's degrees. For this reason, joint offering of the program with one of the other SUS institutions would not be cost effective.

With respect to collaboration on research, UWF already has networks in place for business-related research through the Florida Small Business Development Center Network and the University's Haas Center for Business Research and Economic Development.

- D. Use Table 1 (A for undergraduate and B for graduate) to categorize projected student headcount (HC) and Full Time Equivalents (FTE) according to primary sources. Generally undergraduate FTE will be calculated as 40 credit hours per year and graduate FTE will be calculated as 32 credit hours per year. Describe the rationale underlying enrollment projections. If, initially, students within the institution are expected to change majors to enroll in the proposed program, describe the shifts from disciplines that will likely occur.**

Student enrollment projections are based on interest surveys of students enrolled in Introduction to Business courses at UWF and Pensacola Junior College and on the relative percent of undergraduate business students in General Business programs at Florida State University, the University of Central Florida, and the University of South Alabama. Enrollment projections include students on both the Pensacola and Emerald Coast campuses.

It is expected that some students who are enrolled in one of the College's six existing bachelor's degree programs (Accounting, Economics, Finance, Management, Management Information Systems, and Marketing) will opt for the General Business major not only in the initial year of the program but also in the continuing years. Some of these students may elect to pursue double majors in General Business and in one of the more specialized areas.

Transfer students tend to average around 60% of the enrollment for bachelor's degree programs at UWF, with the majority of transfer students coming from regional community colleges.

Because many of our undergraduate students are part-time students (because of employment and other personal factors), the ratio of annualized student FTE to fall semester headcount is approximately 0.75 to 0.80. We have used the lower ratio in projecting student FTE.

Assuming an initial enrollment of 15 students (11.25 student FTE) in the program in the fall of 2009, we expect the enrollment to double by the fall of 2012 and then increase to approximately 37 students (27.75 student FTE) in the fall of the fifth year of the program.

- E. Indicate what steps will be taken to achieve a diverse student body in this program, and identify any minority groups that will be favorably or unfavorably impacted. The university's Equal Opportunity Officer should read this section and then sign and date in the area below.**

With respect to achieving a diverse student body, the College will work closely with the Offices of Recruitment and Admissions for targeted recruiting in high schools and community colleges with significant populations of underrepresented students, develop program promotional materials that highlight advantages of the program for underrepresented groups, and use scholarship resources to attract students from underrepresented groups.

With respect to impact on any particular minority group, it is expected that the ratio of underrepresented students in the General Business program will be similar to that for other business majors. It is possible that some students in these groups will find the General Business degree more attractive than some of the more specialized business degree programs.

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Equal Opportunity Officer

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Date

### III. Budget

- A. Use Table 2 to display projected costs and associated funding sources for Year 1 and Year 5 of program operation. Use Table 3 to show how existing Education & General funds will be shifted to support the new program in Year 1. In narrative form, summarize the contents of both tables, identifying the source of both current and new resources to be devoted to the proposed program. (Data for Year 1 and Year 5 reflect snapshots in time rather than cumulative costs.)**

Because the proposed BSBA in General Business uses upper division courses already being offered for other majors in the College of Business and in which there is space available, there are, in fact, no significant incremental costs associated with the program. This is true for the planned offering of the program on both the Pensacola and Emerald Coast campuses.

Table 4, Anticipated Faculty Participation, includes a listing of instructors likely to teach courses that students in the General Business program would take in Years 1 and 5 of the program. Although the table identifies percent of effort and person year values for each of the listed faculty, the courses these faculty will teach will include a mixture of students from several majors. For purposes of Table 2, Projected Costs and Funding Sources, we have entered faculty salary data using the Table 4 instructors for illustrative purposes, but the total cost for these instructors cannot be attributed solely to the General Business program because the courses would be taught whether the General Business program were available or not. We have re-titled the leftmost column under Year 1 as Current Base as a better representation of the manner of funding the program. The salary costs were derived from the 2008-2009 average nine-month salaries for College of Business faculty adjusted to person-year salaries and incorporating fringe benefits estimated at 30%. Further, using the current College of Business average undergraduate class size of 38 and the usual maximum number of seats available in each class as 45, and assuming that the General Business students would then fill these classes to capacity, faculty costs for the General Business students is estimated at 16% of total faculty costs.

Faculty advisors and support staff who will work with General Business students are already in place.

General Business students will use the same library, computer, and other instructional resources as the other undergraduate majors in the College of Business.

Table 3, Anticipated Reallocation of Education & General Funds is not applicable given the above interpretation.

- B. If other programs will be impacted by a reallocation of resources for the proposed program, identify the program and provide a justification for reallocating resources. Specifically address the potential negative impacts that implementation of the proposed program will have on related undergraduate programs (i.e., shift in faculty effort, reallocation of instructional resources, reduced enrollment rates, greater use of adjunct faculty and teaching assistants). Explain what steps will be taken to mitigate any such impacts. Also, discuss the potential positive impacts that the proposed program might have on related undergraduate programs (i.e., increased undergraduate research opportunities, improved quality of instruction associated with cutting-edge research, improved labs and library resources).**

The University offers several specialized management-related degrees outside of the College of Business; e.g., Health Management, Hospitality Management, and Sports Management. Because students are attracted to these programs by the very nature of the specialization, it is not expected that students would be drawn from such programs to the General Business program.

No negative impact on resources available to other business-related programs is anticipated for the beginning years of the program. Space for General Business students is available in current course offerings. There are adequate library and other learning resources available to handle the anticipated number of students.

Additional resources, such as faculty, that may be needed as the program enrollment increases will be requested from resources accruing to the University related to general enrollment growth.

- C. Describe other potential impacts on related programs or departments (e.g., increased need for general education or common prerequisite courses, or increased need for required or elective courses outside of the proposed major).**

No negative impact on resources related to general education, common prerequisite courses, and outside electives is anticipated for the beginning years of the program. Initial enrollments in the program should be able to be absorbed in current course offerings. There are adequate library and other learning resources for general education and the common prerequisites to handle the anticipated number of students.

Additional resources, such as faculty, that may be needed to teach general education courses and prerequisite courses will be requested from resources accruing to the University related to general enrollment growth.

- D. Describe what steps have been taken to obtain information regarding resources (financial and in-kind) available outside the institution (businesses, industrial organizations, governmental entities, etc.). Describe the external resources that appear to be available to support the**

**proposed program.**

The College has been very successful in attracting endowment funds for business student scholarships through the University's current capital campaign.

**IV. Projected Benefit of the Program to the University, Local Community, and State**

**Use information from Table 1, Table 2, and the supporting narrative for "Need and Demand" to prepare a concise statement that describes the projected benefit to the university, local community, and the state if the program is implemented. The projected benefits can be both quantitative and qualitative in nature, but there needs to be a clear distinction made between the two in the narrative.**

Qualitative benefits include:

- Increased business-related program options for students.
- Greater breadth of business-related disciplines provides broader range of knowledge and skills for program graduates.
- Regional small and mid-size businesses will have access to prospective employees with broader range of knowledge and skills.
- Additional opportunities for program articulation with area community and state colleges.

Quantitative benefits include:

- Increased access to university-quality business-related students in the University's service area.
- Potential for enrollment increases over time through attraction of students with interest in a degree program not currently offered by the University.
- Greater efficiencies in utilization of faculty resources by using the same courses for more than one program.

**V. Access and Articulation – Bachelor's Degrees Only**

- A. If the total number of credit hours to earn a degree exceeds 120, provide a justification for an exception to the policy of a 120 maximum and submit a request to the BOG for an exception along with notification of the program's approval. (See criteria in BOG Regulation 6C-8.014)**

Not applicable. The total number of credits required to earn the General Business degree is 120.

- B. List program prerequisites and provide assurance that they are the same as the approved common prerequisites for other such degree programs within the SUS (see Common Prerequisite Manual <http://www.facts.org>). The courses in the Common Prerequisite Counseling Manual are intended to be those that are required of both native and transfer students prior to entrance to the major program, not simply lower-level courses that are required prior to graduation. The common prerequisites and substitute courses are mandatory for all institution programs listed, and must be approved by the Articulation Coordinating Committee (ACC). This requirement includes those programs designated as "limited access."**

**If the proposed prerequisites are not listed in the Manual, provide a rationale for a request for exception to the policy of common prerequisites. NOTE: Typically, all lower-division courses**

required for admission into the major will be considered prerequisites. The curriculum can require lower-division courses that are not prerequisites for admission into the major, as long as those courses are built into the curriculum for the upper-level 60 credit hours. If there are already common prerequisites for other degree programs with the same proposed CIP, every effort must be made to utilize the previously approved prerequisites instead of recommending an additional “track” of prerequisites for that CIP. Additional tracks may not be approved by the ACC, thereby holding up the full approval of the degree program. Programs will not be entered into the State University System Inventory until any exceptions to the approved common prerequisites are approved by the ACC.

The General Business degree will use the common prerequisites for Business disciplines as identified by the Articulation Coordination Committee:

- ACG 2021      Principals of Financial Accounting                      3 sh
- ACG 2071      Principles of Managerial Accounting                              3 sh
- CGS 2570      Personal Computer Applications                                    3 sh
- ECO 2013      Principles of Economics, Macro                                      3 sh
- ECO 2023      Principles of Economics, Micro                                        3 sh
- MAC 2233      Calculus with Business Applications                                3 sh
- STA 2023      Elements of Statistics    3 sh

**C. If the university intends to seek formal Limited Access status for the proposed program, provide a rationale that includes an analysis of diversity issues with respect to such a designation. Explain how the university will ensure that community college transfer students are not disadvantaged by the Limited Access status. NOTE: The policy and criteria for Limited Access are identified in BOG Regulation 6C-8.013. Submit the Limited Access Program Request form along with this document.**

Not applicable. The University is not seeking limited access status for this program.

**D. If the proposed program is an AS-to-BS capstone, ensure that it adheres to the guidelines approved by the Articulation Coordinating Committee for such programs, as set forth in Rule 6A-10.024 (see Statewide Articulation Manual <http://www.facts.org>). List the prerequisites, if any, including the specific AS degrees which may transfer into the program.**

Not applicable. It is not expected that the General Business degree will be an AS-to-BS capstone.

**INSTITUTIONAL READINESS**

## **VI. Related Institutional Mission and Strength**

### **A. Describe how the goals of the proposed program relate to the institutional mission statement as contained in the SUS Strategic Plan and the University Strategic Plan.**

The University's mission is "To empower each individual we serve with knowledge and opportunity to contribute responsibly and creatively to a complex world." Among the University's goals and strategic priorities as contained in the University Strategic Plan set forth in the University's 2008-2009 *Catalog*, the program relates directly to the following:

- Inspire and achieve the highest levels of student learning, creativity, and success.
- Attract, engage, and retain the most talented and diverse students, faculty, and staff.
- Create and deliver the highest quality educational, research, and service programs that meet the needs of the communities we serve.
- Create and manage purposeful and sustainable growth.

### **B. Describe how the proposed program specifically relates to existing institutional strengths, such as programs of emphasis, other academic programs, and/or institutes and centers.**

The General Business degree program relates to the following College of Business and University strengths:

- The College of Business is accredited by AACSB International.
- College of Business bachelor's degree programs benefit from the very positive reputation and services of the Haas Center for Business Research and Economic Development and the UWF Small Business Development Center.
- UWF business majors consistently perform at the 80<sup>th</sup> percentile on the ETS Major Field Test in Business.
- The College of Business offers undergraduate and graduate programs at the main campus in Pensacola and the Emerald Coast Campus.
- College of Business faculty and administrators are involved in regional economic development activity and serve on regional business-related boards.
- College of Business faculty are engaged in scholarship and research which enhances practice, knowledge and pedagogy in business disciplines.

### **C. Provide a narrative of the planning process leading up to submission of this proposal. Include a chronology (table) of activities, listing both university personnel directly involved and external**

**individuals who participated in planning. Provide a timetable of events necessary for the implementation of the proposed program.**

**Planning Process**

Date	Participants	Planning Activity
May 2008	Jack Azzaretto Ed Ranelli	Dean of Emerald Coast Campus shares with Dean of College of Business that offering a general business degree would be appropriate given the nature of student interests in the central section of the Panhandle.
June-July 1008	Ed Ranelli Tim O'Keefe Bob Fahnstock Arup Mukherjee Nestor Arguea Carl Backman	Discussion in College of Business Chairs meeting regarding viability of the program, nature of the curriculum, and impact on other programs in the College
June-July 2008	Ed Ranelli Jack Azzaretto David Goetsch (Vice President, NFSC/UWF Center)	Discussion with representatives of Northwest Florida State College regarding the possibility of developing a joint general business degree in which NFSC teaches the common prerequisites, UWF teaches the UWF BSBA common core, and NFSC teaches the remaining upper division course work for a general business degree. A formal proposal was sent to representatives of NFSC in early July, but no response was received.
August 2008	Department of Management and MIS Faculty	Discussion with Department of Management and MIS faculty about curriculum sequence. Agreement to maintain common prerequisites and common business core; identification of coursework from Accounting, Economics, Finance, Management, Management Information Systems, and Marketing to be included as required or elective courses in the program.
August 2008	Department of Management and MIS Faculty	Approval of the faculty of the Department of Management and MIS to submit a request to establish a new UWF degree program in General Business
August 2008	Arup Mukherjee	Submission of Curriculum Change Request to establish a new degree program: BSBA in General Business
September 2008	Ed Ranelli	Submission to UWF Board of Trustees via Provost and Faculty Senate of Request to Waive requirement to submit Request to Explore and Plan a New Degree. Rationale: All of the resources needed to implement the proposed program already exist in the College.
October 2008	College of Business Undergraduate Curriculum Committee	College of Business Undergraduate Curriculum Committee reviewed and approved the Curriculum Change Request
October 2008	College of Business Council	College of Business Council informed of the recommendation of the Undergraduate Curriculum Committee

October 2008	College of Business Faculty	College of Business Faculty informed at called meeting of the Faculty of the recommendation of the Undergraduate Curriculum Committee
November 2008	Students in Introduction to Business Courses at UWF	Survey of students in Introduction to Business Courses at UWF to confirm student interest in a General Business degree

### Events Leading to Implementation

Date	Implementation Activity
November 2008	Consideration by Faculty Senate of Request to Waive Request to Explore and Plan
December 2008	Consideration by UWF Board of Trustees, Committee on Academic and Student Affairs, of Request to Waive Request to Explore and Plan
January 2009	Consideration by Faculty Senate of Curriculum Change Request and Request to Implement new BSBA in General Business
January 2009	Approval by Provost and President to submit Request to Implement new BSBA in General Business to the UWF Board of Trustees
February 2009	Consideration by UWF Board of Trustees of Request to Implement new BSBA in General Business
February 2009	Notification to Florida Board of Governors and Southern Association of Colleges and Schools, Commission on Colleges, of intent to implement new BSBA in General Business
March 2009	Inclusion of information in 2009-2010 Catalog copy of information about BSBA in General Business
March-August 2009	<ul style="list-style-type: none"> <li>- Development and distribution of information about BSBA in General Business to area high schools, community colleges, and state colleges</li> <li>- Development of degree plan sheet and SASS audit</li> <li>- Training of advisors</li> <li>- Student advising</li> </ul>

## VII. Program Quality Indicators - Reviews and Accreditation

**Identify program reviews, accreditation visits, or internal reviews for any university degree programs related to the proposed program, especially any within the same academic unit. List all recommendations and summarize the institution's progress in implementing the recommendations.**

The College of Business was reviewed for reaffirmation of accreditation by AACSB International in the Spring of 2008 and was awarded accreditation for six years, the maximum possible.

Recommendations from the accreditation review include the following:

Additionally, in the interest of continuous improvement, the development of annual maintenance reports provides your school an ongoing opportunity to discuss progress on and updates to the action items within your school's strategic plan. These annual progress updates are to be retained at your school until 60 days prior to your next on-site review. As identified within the peer review team report, the following items are suggested for incorporation into your ongoing strategic planning initiatives:

1. The policy governing faculty intellectual contributions for Academically Qualified faculty should be strengthened, particularly considering the number of graduate programs offered. The current standard of requiring only one peer reviewed journal article plus three other intellectual contributions represents a minimalist threshold. In addition, the college should consider development and application of criteria for assessing the quality of faculty intellectual contributions of Academically Qualified faculty.

2. The college should review and strengthen the criteria for maintenance of Professional Qualification of faculty. The policy should: assess the educational background, professional experience, and demonstrated work outcomes required to attain PQ status; determine the priority and value of different activity outcomes reflecting the mission and strategic management processes; determine quality standards required of each activity and how quality is assured; and should specify the quantity and frequency of activities and outcomes expected within a typical AACSB review cycle to maintain PQ status.

3. The criteria for faculty qualifications should be clearly communicated to the faculty. Faculty data sheets should be updated annually. Annual reports should include summaries of AQ and PQ activities in order to track continuous improvement. Significant progress on the faculty qualification issues described above should be demonstrated in the next annual report.

The College has developed a plan for implementing recommendations related to the accreditation review as outlined in the highlighted excerpts from the College’s goals and strategic priorities for 2008-2009:

Strategic Goal/Objective	Methods of Assessment
<p><i>Goal 1:</i> Encourage, support, and maintain a student-oriented learning environment with focus on student and faculty interaction and engagement of students in the learning process.</p> <p>Action:</p> <ul style="list-style-type: none"> <li>Enhance career planning and placement within the College, particularly with respect to the placement of graduating students with regional as well as national/international firms. [Repeated under Goal 6]</li> </ul>	<p>Graduating student responses to survey items related to interaction and engagement of students and faculty.</p> <p>Number of students placed with regional firms.</p> <p>Number of students placed with national firms.</p> <p>Number of students placed with international firms.</p>
<p><i>Goal 2:</i> Increase the quality and number of students from the region for whom the UWF College of Business is the college of choice.</p> <p>Action:</p> <ul style="list-style-type: none"> <li>Continue to visit feeder community colleges.</li> <li>Continue articulation with business education faculty and administration at feeder community colleges.</li> <li>Continue Bright Futures Plus and other community college scholarship programs.</li> <li>Enhance marketing of scholarships available to community college students.</li> </ul>	<p>Enrollment data for FTIC students identifying College of Business majors.</p> <p>Enrollment data for transfer students identifying College of Business majors.</p> <p>Enrollment data for graduate students entering:</p> <ul style="list-style-type: none"> <li>Master of Accountancy program.</li> <li>Master of Business Administration program.</li> </ul> <p>Number and amount of Bright Futures Plus awards.</p> <p>Number and amount of other scholarship awards.</p>
<p><i>Goal 3:</i> Enhance student learning through assessment of student learning and continuous processes of curricular and instructional review.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>Strengthen linkages between Assurance of Learning Process and curriculum planning.</li> <li>Strengthen communication of advancements in achievement of educational outcomes to key stake</li> </ul>	<p>Agendas and minutes of meetings relating to curriculum planning.</p> <p>Documentation of communication of educational outcome results to key stake holders.</p> <p>Assessment instruments and results for content specific learning outcomes in each of the six undergraduate majors in the College.</p>

<p>holders.</p> <ul style="list-style-type: none"> <li>• Develop and implement content-specific assessments of learning outcomes for the BSBA programs in Accounting, Economics, Finance, Management, Management Information Systems, and Marketing.</li> </ul>	
<p><b>Goal 4:</b> Provide support and incentives to ensure that faculty maintain appropriate academic and professional qualifications to sustain currency and relevance in their respective disciplines.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Review and strengthen policy governing faculty intellectual contributions for Academically Qualified faculty.</li> <li>• Develop and apply criteria for assessing the quality of the intellectual contributions of Academically Qualified faculty.</li> <li>• Review and strengthen criteria for maintenance of designation as Professionally Qualified faculty.</li> <li>• Ensure that all faculty—regular and adjunct—are aware of the criteria for initial classification and maintenance of designation as Academically Qualified and Professionally Qualified. Develop format for Faculty Data Sheets and require that they be updated annually.</li> <li>• Consider using foundation funds and one-time funding to continue to fund research databases and travel. Support for faculty research must be maintained as the college strengthens the AQ standard for faculty.</li> </ul>	<p>Revised policy on Academically Qualified faculty.</p> <p>Criteria for assessing the quality of intellectual contributions.</p> <p>Revised policy on Professionally Qualified Faculty.</p> <p>Implementation of revised Faculty Data Sheets.</p> <p>Number and amounts of incentive funding for research activity.</p> <p>AQ/PQ faculty ratios.</p> <p>Participating/Supporting faculty ratios.</p>
<p><b>Goal 5:</b> Provide support and encouragement for faculty participation and leadership in internal and external service activities that enhance the missions of the College and University.</p> <p>Action</p> <ul style="list-style-type: none"> <li>• Develop measures to track successes relative to outreach units/goals. [Repeated under Goal 8]</li> </ul>	<p>Performance criteria for Haas Center for Business Research and Economics Development.</p> <p>Performance criteria for UWF Small Business Development Center.</p>
<p><b>Goal 6:</b> Increase College of Business contributions to the educational and economic development of the northwest Florida region.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Enhance career planning and placement within the College, particularly with respect to the placement of graduating students with regional as well as national/international firms. [Repeated from Goal 1]</li> <li>• Increase the academic emphasis on the College's Logistics offerings.</li> </ul>	<p>Number of students placed with regional firms.</p> <p>Logistics program approval documents.</p> <p>General Business program approval documents.</p> <p>Undergraduate certificate in Small Business Management/Entrepreneurship.</p>

<ul style="list-style-type: none"> <li>• Develop and implement a BSBA program in General Business for target audience at the Emerald Coast campus.</li> <li>• Increase the academic emphasis on small business management/entrepreneurship at the undergraduate level.</li> </ul>	
<p><i>Goal 7:</i> Ensure that resources are sufficient to foster the College’s vision and mission and enhance the quality, size, and scope of the College.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Begin detailed planning for faculty retirements anticipated in the next three years.</li> <li>• Leverage the College’s positive relationships with the Northwest Florida business community with the timing of the University’s capital campaign to seek tangible support from the business community to support further progress of the College.</li> </ul>	<p>Multi-year faculty hiring plan.</p> <p>Increased Foundation funding for College scholarships.</p> <p>Increased funding for faculty development activity.</p> <p>Increased Foundation funding for other College programs and activities.</p> <p>Legislative funding for construction/renovation of College of Business Education Center.</p>
<p><i>Goal 8:</i> Enhance the reputation of the College of Business for quality through accreditation and other recognitions.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>• Include summaries of AQ and PQ activities in annual reports in order to track continuous improvement.</li> <li>• Continue refinement of strategic planning and management processes with further development and enhancements for the system of tracking progress on goals and priority action items.</li> <li>• Develop “dashboard” presentation of key indicators of performance related to priority action and priority maintenance items.</li> <li>• Develop a plan to assess the variance between the CoB’s mission deliverables and the mission deliverables of the College’s Aspirant Schools.</li> <li>• Develop measures to track successes relative to outreach units/goals. [Repeated from Goal 5]</li> <li>• Review and modify annual maintenance report format to ensure that the reports include discussion of progress on and updates to action items.</li> </ul>	<p>Updated Strategic Plan.</p> <p>Dashboard presentation of progress on key indicators related to goals and priority action items.</p> <p>Presentation of comparison data for College’s peer and aspirant institutions.</p> <p>Modified AACSB maintenance of accreditation report format.</p>

## VIII. Curriculum

- A. Describe the specific expected student learning outcomes associated with the proposed program. If a bachelor’s degree program, include a web link to the Academic Learning Compact or include the document itself as an appendix.**

Graduates of the BSBA in General Business will be able to

1. Use terminology and concepts in the major areas of business: information technology, management, accounting, marketing, economics, and finance.
2. Identify business problems, identify frameworks for their solution, and use appropriate problem solving techniques for business problems.
3. Communicate effectively in writing, create and deliver effective oral presentations, and contribute effectively to group discussions.
4. Recognize ethical issues that occur in business, evaluate alternative courses of action, and evaluate the implications of those actions.
5. Plan projects, work in team settings, and deliver project outcomes on time.
6. Work in groups, manage human resources, and plan for the future.
7. Manage resources efficiently, approach business decisions with a market orientation, and incorporate economic/financial implications in business decision making.

**B. Describe the admission standards and graduation requirements for the program.**

Admissions standards are those established by the University and posted in the University's *Catalog*. There are no separate standards for admission to College of Business bachelor's degree programs.

**Admission from Secondary School**

This information pertains to applicants who desire admission as beginning freshman students after graduation from high school and who have not attended an accredited postsecondary institution.

International students should refer to the section on International Student Admissions in addition to this section.

**REQUIRED DOCUMENTS**

*Application for Admission*

The application for admission and a nonrefundable \$30 fee payable to the University of West Florida should be submitted as soon as possible after the beginning of the senior year. The \$30.00 application fee must be in U.S. currency, drawn on a U.S. bank. This fee may also be paid via MasterCard, Visa, or American Express while applying online.

The preferred time for receipt of applications for the fall semester is the preceding October through February. The fee may be waived for applicants from Florida high schools who can document that they have received a fee waiver because of economic need as determined by the College Board or the American College Testing Program. It is the policy of the University not to defer or waive other application fees.

*Secondary School Record*

An official high school transcript (sent by the high school directly to the Office of Admissions) reflecting work completed from the beginning of the 9th grade through the 11th grade is required.

Applicants who present scores on the General Education Development (GED) diploma for satisfaction of the high school graduation requirement must also present records from secondary schools attended.

*College Transcripts*

Students who have registered for course work at community colleges, four-year colleges, or universities through dual enrollment or non-degree student status must submit official transcripts from postsecondary institutions. Transcripts are considered official when they are sent from a college or university directly to the Office of Admissions and contain an official seal and signature. Transcripts bearing the statement, "Issued to Student," or transcripts faxed or submitted by applicants are not considered official.

### *Test Scores*

The examination offered by the American College Testing Program (ACT) or the Scholastic Assessment Test (SAT) administered by the College Entrance Examination Board is required of all applicants for freshman admission. Either one or both of these tests should be taken no later than the January testing date of the senior year. Students should feel free to repeat a test, since the highest combination of scores is always considered.

### **ADMISSION REQUIREMENTS**

Admission to the University of West Florida requires graduation from regionally accredited high schools or completion of the General Education Diploma (GED), certain high school academic units, a cumulative high school grade point average in those academic units, and test scores as outlined below.

#### *Required High School Course Units*

Applicants should have earned four units (an academic unit is a non-remedial yearlong course) of English (at least three with substantial writing requirements); three units of mathematics (Algebra I or above); three units of natural science (at least two with laboratory); three units of social science; two sequential units of the same foreign language demonstrating proficiency through the second level; and four electives, preferably from English, foreign language, mathematics, natural science, or social science areas. Social science includes history, civics, political science, economics, sociology, psychology, and geography. American Sign Language is considered a foreign language for this admission requirement.

#### *Academic Qualifications*

Applicants for admission who have satisfactory high school records, including at least a 3.0 average in the required high school academic units and who submit other appropriate evidence that they can achieve successful academic progress in the University, including the appropriate SAT or ACT test scores, are academically eligible for admission consideration.

In the case of applicants who do not meet these qualifications, a variety of additional factors are considered. These include the pattern and quality of courses and curriculum, grade trends, class rank, educational objectives, extracurricular activities, leadership, and school recommendations.

Applicants who bring to the University community other important attributes may receive additional consideration. These include talented writers and performing artists, applicants having special ties to the University, students with significant life and career experiences, skilled athletes, and other students with attributes that may contribute to a diverse educational environment.

In computing the high school GPA (academic courses only) for purposes of admission, additional weight is assigned to grades of "C" or better in honors, Advanced Placement, International Baccalaureate Program, and Cambridge Advanced International Certificate of Education courses.

Applicants completing a nontraditional program (home schooling, outcome-based education, etc.) must present credentials equivalent to those described above. An applicant whose educational program is not measured in Carnegie Units must present test scores of at least 1010 on the SAT or 21 on the ACT.

### **Admission by Transfer**

This information pertains to applicants who desire admission by transfer from other colleges or universities.

### **REQUIRED DOCUMENTS**

#### *Application for Admission*

The application for admission and a nonrefundable \$30 fee payable to the University of West Florida should be submitted six to nine months prior to the semester for which admission is desired. It is the policy of the University not to defer or waive the application fee. The \$30.00 application fee must be in U.S. currency, drawn on a U.S. bank. This fee may also be paid via MasterCard, Visa, or American Express while applying online.

#### *College Transcripts*

Applicants must arrange to have submitted to the Office of Admissions official transcripts from each college and university attended. Transcripts are considered official when they are sent from a college or university

directly to the Office of Admissions and contain an official seal and signature. Transcripts bearing the statement, "Issued to Student," or transcripts faxed or submitted by applicants are not considered official.

#### *Secondary School Record*

Transfer applicants who have less than 60 semester hours of transferable credit (as evaluated by the Office of Admissions) must submit official high school transcripts reflecting work completed from the beginning of the 9th grade through the 12th grade and the date of graduation.

#### *Test Scores*

The examination offered by the American College Testing program (ACT) or the Scholastic Assessment Test (SAT) administered by the College Entrance Examination Board is required of all transfer applicants who have less than 60 semester hours of transferable credit (as evaluated by the Office of Admissions) or who are requesting a degree program leading to teacher certification. Arrangements should be made for the test results to be forwarded to the Office of Admissions.

#### *Florida College Level Academic Skills Test (CLAST)*

The Florida CLAST is an achievement test of the communication and computation skills expected of all students by the time they complete their sophomore year of college. All students are required by Florida statutes and rules of the State Board of Education to satisfactorily complete the Florida CLAST or satisfy one of the CLAST alternate options before the granting of admission to upper-division status at the University of West Florida. It is the responsibility of the applicant to have Florida CLAST scores forwarded to the Office of Admissions. Refer to the [CLAST section](#) for more details.

### **ADMISSION REQUIREMENTS**

#### *Applicants with Associate of Arts (A.A.) Degrees*

Applicants who have received an A.A. degree from a Florida public institution immediately prior to transfer, have at least a 2.0 as computed by UWF, and who have applied for a non-limited access program will be admitted to the University of West Florida, provided applications and all supporting documents have been received by the deadline. In addition, verification of two units of the same foreign language in high school or at least eight semester hours of the same foreign language (or equivalent proficiency) demonstrating proficiency through the second college level course is required. American Sign Language is considered a foreign language for this admission requirement. Admission to the University does not guarantee admission to programs designated as limited access or teacher certification.

#### *Applicants with Less than 60 Semester Hours of Transferable Credit*

- A. Meet freshman criteria for high school average, academic units, and test score;
- B. Have at least a 2.0 GPA (as computed by UWF) GPA on all college work attempted;
- C. Have at least a 2.0 GPA (as computed by UWF) on all work attempted at the last institution attended, if more than one institution is attended.

*Applicants who have 60 or more Semester Hours of Transferable Credit (as evaluated by the Office of Admissions) must meet the following criteria to be considered for admission:*

- A. Have at least a 2.0 GPA (as computed by UWF) on all college work attempted;
- B. Have at least a 2.0 GPA (as computed by UWF) on all work attempted at the last institution attended, if more than one institution is attended;
- C. Applicants will be evaluated for completion of the foreign language requirement. Refer to the Foreign Language requirement above under Applicants with A.A. degrees.

#### *Transfer Applicants from a Non-Regionally Accredited Institution*

Transfer applicants from a non-regionally accredited institution may be considered for admission on a provisional basis. When a student has earned 20 semester hours of qualifying UWF courses and earned a GPA of at least 2.0, the student must submit a written statement to the Office of Admissions requesting that any credit not accepted upon admission be evaluated for addition to the student's academic record. All

regular credit acceptance policies apply. Credit will not be added for courses that would not ordinarily be accepted for credit at UWF.

As noted in the UWF *Catalog*, graduation requirements include the following:

### **Bachelor's Degree Requirements**

#### **ACADEMIC REQUIREMENTS**

Requirements for a bachelor's degree from UWF are listed below. The colleges and departments may have requirements which exceed these minimums. Students should refer to their SASS audits to review degree requirements. Please consult the individual departments for details. Minimum requirements are:

- A. 120 semester hours in an approved program;
- B. UWF cumulative 2.0 GPA with a major GPA of 2.0 (departments may set a minimum grade requirement in each course and limited access programs may require higher minimum major GPAs);
- C. 48 semester hours in upper-level course work;
- D. 30 semester hours (25% of degree program) residency requirement (must include last 30 semester hours of course work);
- E. 24 semester hours of upper-level work in the major field with a minimum of 18 upper-level semester hours in the major field at UWF;
- F. Fulfillment of College Level Academic Skills Test (CLAST) requirement;
- G. Fulfillment of Gordon Rule;
- H. Completion of all General Studies requirements;
- I. Completion of all program specific lower division common prerequisites;
- J. Completion of the admissions foreign language requirement;
- K. Completion of multicultural requirement;
- L. Nine hours of summer semester enrollment at an SUS institution (students who entered UWF with less than 60 semester hours);
- M. Students must be admitted and enroll at UWF for a minimum of one semester as degree-seeking in the degree program for which a degree is awarded. For example, a student must be admitted and enrolled for a minimum of one semester as an undergraduate, degree seeking student for a bachelor's degree to be awarded; and
- N. Students must enroll as a degree-seeking student for a minimum of one semester at UWF within the last five years of the date the degree is awarded. Students should contact their major department to determine the minimum of hours and courses in which to enroll. Students who need to be readmitted will be required to meet the degree requirements of the current *Catalog*.

**C. Describe the curricular framework for the proposed program, including number of credit hours and composition of required core courses, restricted electives, unrestricted electives, thesis requirements, and dissertation requirements. Identify the total numbers of semester credit hours for the degree.**

The BSBA in General Business will be a 120 sh program with credit requirements as follows:

- General Education 36 sh

- Common Prerequisites for Business 21 sh
- Electives (unrestricted) 3-12 sh depending on overlap of General Education and Common Prerequisites
- Common Core for Business 33 sh of upper division courses
- General Business Major Courses 27 sh of upper division courses

**D. Provide a sequenced course of study for all majors, concentrations, or areas of emphasis within the proposed program.**

The following is provided as an illustration of a course sequence that would allow a student to complete the four-year degree in eight semesters. With the exception of a few courses such as MAN 4720 taken in the final semester, some variation in sequencing of courses is permissible.

- \* = Common Prerequisite course
- \*\* = General Education course
- \*\*\* = Common Prerequisite/General Education course

**Freshman Year**

**Fall Semester**

- \* ACG 2021 Principles of Financial Accounting 3 sh
- \*\*\*ECO 2013 Principles of Economics, Macro 3 sh
- \*\* ENC 1101 English Composition I 3 sh
- \*\* Social Science 3sh
- \*\* Science 3 sh

**Spring Semester**

- \* ACG 2071 Principles of Managerial Accounting 3 sh
- \* ECO 2023 Principles of Economic, Micro 3 sh
- \*\*ENC 1102 English Composition II 3 sh
- \*\*Social Science 3 sh
- \*\*Science 3 sh

**Sophomore Year**

**Fall Semester**

- \*\*\*STA 2023 Elements of Statistics 3 sh
- \*\* SPC 2016 Basic Communication Skills 3 sh
- \*\* Humanities 3 sh
- \*\* Humanities 3 sh
- \*\* Science 3 sh

**Spring Semester**

- \*\*\*MAC 2233 Calculus with Business Applications 3 sh
- \* CGS 2570 Personal Computer Applications 3 sh
- \*\* Humanities 3 sh
- Elective 3 sh
- Elective 3 sh

Junior Year

Fall Semester

FIN 3403 Managerial Finance	3 sh
GEB 3213 Writing for Business or ENC 3250 Professional Writing	3 sh
MAN 3025 Management Fundamentals	3 sh
MAR 3023 Marketing Fundamentals	3 sh
MAN xxxx (Management Elective)	3 sh

Spring Semester

ACG 3311 Applied Managerial Accounting	3 sh
ISM 3011 E-Business Systems Fundamentals	3 sh
MAN 3504 Operations Management	3 sh
MAN 3301 Human Resources Management	3 sh
MAR xxxx (Marketing Elective)	3 sh

Senior Year

Fall Semester

BUL 3130 Legal Environment of Business	3 sh
GEB 4361 Business in the International Environment	3 sh
MAN 3240 Behavior in Organizations	3 sh
MAN 4750 The Future: Projecting, Planning, Managing	3 sh
ECO/FIN xxxx (Economics or Finance Elective)	3 sh

Spring Semester

GEB 3453 Business Ethics & Stakeholder Management	3 sh
MAN 4720 Policy Analysis and Formulation	3 sh
MAN xxxx (Management Elective)	3 sh
MAR xxxx (Marketing Elective)	3 sh
ECO/FIN xxxx (Economics or Finance Elective)	3 sh

**E. Provide a one- or two-sentence description of each required or elective course.**

The following are descriptions for upper-division required courses:

ACG 3311 Applied Managerial Accounting

Gives students an opportunity to have basic business decision making skills on accounting information. Students will analyze cases involving various business situations. Topic areas to be covered include financial statement analysis, cost-volume-profit analysis, budgeting, performance evaluation, and special decision making. Available to non-accounting majors only.

BUL 3130 Legal Environment of Business

Background of law and legal environment of business, including administrative, social, political and ethical aspects. Coverage of law includes contracts, sales under Uniform Commercial Code, negotiable instruments and personal and real property.

ENC 3250 Professional Writing

Professional writing course relevant in business, industry, government, and other institutional

settings; major elements of written organizational communication with emphasis on composition of letters, memos, proposals, etc.

Prerequisites: ENC 1101, ENC 1102

#### FIN 3403 Managerial Finance

Analytical concepts available to financial manager in acquisition and effective utilization of funds in relation to other management functions.

Prerequisites: Business Majors: ECO 2013, ECO 2023, STA 2023, ACG 2071, MAC 2233; Non-Business Majors: MAC 1105, STA 2023, ECO 3003

#### GEB 3213 Writing for Business

Augments the basics of business writing while reviewing the various kinds of written business correspondence. Students are expected to integrate ethical decision making skills, word processing skills, grammar and writing skills, and analytical thinking skills into the content.

Students must be able to determine solutions to problem based exercises. Team assignments and oral presentations may relate to student's discipline.

Prerequisites: ENC 1101, ENC 1102

#### GEB 3453 Business Ethics & Stakeholder Management

Managers are confronted with increasingly complex environments and face challenges trying to balance economic, legal, and ethical responsibilities vis a vis the stakeholder groups with which they interact. This course investigates the spectrum of business ethics and social responsibility issues that managers face in today's organizations. Course will be grounded in contemporary events and addresses these challenges from an individual and a managerial perspective.

Prerequisites: ACG 2071, ECO 2023, MAN 3025

#### GEB 4361 Business in the International Environment

Introduces students to the complexities of conducting business on a global scale. Businesses typically develop in a domestic setting and then expand into international commerce. Focuses on the necessary adaptations of business practices for success in global markets.

Prerequisites: FIN 3403, MAN 3025, MAR 3023

#### ISM 3011 E-Business: Systems Fundamentals

Use and application of information system technology in the business environment, with emphasis on the fundamental e-Business models, technology concepts and systems used to enable and conduct electronic business. Concepts include the components of an I.S., the systems development process, the functions of the various types of communication networks, hardware, and software, including practical, hands-on projects designed to enhance e-Business analytical skills. Completion of 45 semester hours of college course work is required prior to this course.

Prerequisites: CGS 2570

#### MAN 3025 Managerial Fundamentals

Study of principles of management. Process and content of management analyzed. Emphasizes classical, human relations, human resources, behavioral and quantitative management methods. Content includes planning, organizing, leading, control, employment cycle, organization design, and motivation.

Prerequisites: Completion of 45 semester hours of college course work is required prior to taking this course.

#### MAN 3240 Behavior in Organizations

A study of human and group behavior in organizations and within society. The focus is on developing student ability to work in group settings and organizations. Topics include personality, motivation, leadership, communication, power, change, and conflict. May not be taken for credit by students having credit for SOP 3662 or INP 3313.

Prerequisites: 45 prior semester hours of college credit

MAN 3301 Human Resources Management

Introduction to personnel administration; emphasis on the basic personnel function of both the personnel specialist and the operating manager. Critical issues stressed include selection, compensation, OSHA, EEO, unions and discipline.

Prerequisites: 45 semester hours of college credit is required prior to this course.

MAN 3504 Operations Management

Application of quantitative and qualitative management techniques for improving quality and efficiency of manufacturing and service organizations. Coverage of productivity, quality, forecasting, design of goods/services, project management and other related topics.

Prerequisites: STA 2023

MAN 4720 Policy Analysis and Formulation

Aggregate planning and development of overall policy for organizations. Emphasizes the system interrelationship of the functional areas of enterprise from the viewpoint of top executives.

Senior status and permission is required.

Prerequisites: ACG 3343 for accounting majors or ACG 3311 for non-accounting majors; FIN 3403, MAN 3504, MAR 3023.

MAN 4750 The Future: Projecting, Planning, and Managing

Roles that individuals and organizations have in managing the future.

Prerequisites: Senior status is required; business majors only.

MAR 3023 Marketing Fundamentals

Function of marketing in our economic system; role of the consumer in marketing decisions; the decisions marketing managers must make to provide goods and services priced, promoted and distributed to meet organizational objectives in changing environments.

Prerequisites: Completion of 45 semester hours of college coursework is required prior to taking this course.

Upper division elective courses in Management (6 sh), Marketing (6 sh), Economics/Finance (6 sh) require approval of the advisor. Electives in these three areas may be drawn from upper division business courses offered by the College of Business at UWF.

- F. For degree programs in the science and technology disciplines, discuss how industry-driven competencies were identified and incorporated into the curriculum and identify if any industry advisory council exists to provide input for curriculum development and student assessment.**

Not applicable.

- G. For all programs, list the specialized accreditation agencies and learned societies that would be concerned with the proposed program. Will the university seek accreditation for the program if it is available? If not, why? Provide a brief timeline for seeking accreditation, if appropriate.**

Accrediting Agency:

AACSB International—The Association to Advance Collegiate Schools of Business.

The College of Business accreditation by AACSB will cover the BSBA in General Business.

Learned Societies related to the fields of business included in the General Business program:

Academy of Management  
American Accounting Association  
American Economics Association  
American Finance Association  
American Marketing Association  
Association for Information Systems

**H. For doctoral programs, list the accreditation agencies and learned societies that would be concerned with corresponding bachelor's or master's programs associated with the proposed program. Are the programs accredited? If not, why?**

Not applicable

**I. Briefly describe the anticipated delivery system for the proposed program (e.g., traditional delivery on main campus; traditional delivery at branch campuses or centers; or nontraditional delivery such as distance or distributed learning, self-paced instruction, or external degree programs). If the proposed delivery system will require specialized services or greater than normal financial support, include projected costs in Table 2. Provide a narrative describing the feasibility of delivering the proposed program through collaboration with other universities, both public and private. Cite specific queries made of other institutions with respect to shared courses, distance/distributed learning technologies, and joint-use facilities for research or internships.**

The delivery system will be mainly traditional face-to-face instruction at the University's main campus in Pensacola and its Emerald Coast Campus (Fort Walton Beach). Students in the program may be able to take selected online courses.

Inquiry was not made to other institutions regarding shared upper division major courses given that all of the courses included in the program are already offered and taught at UWF. With respect to general education and common prerequisite courses, approximately 60% of the students who will choose this program will have completed those courses at a Florida community or state college.

## **IX. Faculty Participation**

**A. Use Table 4 to identify existing and anticipated ranked (not visiting or adjunct) faculty who will participate in the proposed program through Year 5. Include (a) faculty code associated with the source of funding for the position; (b) name; (c) highest degree held; (d) academic discipline or specialization; (e) contract status (tenure, tenure-earning, or multi-year annual [MYA]); (f) contract length in months; and (g) percent of annual effort that will be directed toward the proposed program (instruction, advising, supervising internships and practica, and supervising thesis or dissertation hours).**

Assuming limited enrollment in the program during the first year of offering in the upper division portion of the program, students will enroll in courses already being offered for students in other College of Business majors. For illustrative purposes, the following could be teaching courses in the curriculum as identified above in the sequence of courses.

#### Junior Year Courses

##### Fall Semester:

FIN 3403	Dr. Daniel Pace
GEB 3213	Ms. Helen Richards
ENC 3250	Ms. Judith Steele
MAN 3025	Mr. Blaine Lawlor
MAN 3023	Dr. Bob Kimball
MAN elective	Dr. Stephen Snyder

##### Spring Semester:

ACG 3311	Dr. Art Gilbert
ISM 3011	Dr. June Wei
MAN 3504	Dr. Julie Ann Stuart-Williams
MAN 3301	Dr. Gayle Baugh
MAR elective	Dr. David Eppright

In subsequent years, with the addition of senior courses, the following could be teaching courses in the curriculum:

##### Fall Semester:

BUL 3130	Mr. Donald Roark
GEB 4361	Dr. Richard Sjolander
MAN 3240	Dr. Wynn Teasley
MAN 4750	Dr. Ken Murrell
ECO/FIN	Dr. Nestor Arguea

##### Spring Semester:

GEB 3453	Dr. William Carper
MAN 4720	Dr. Marty Hornyak
MAN elective	Dr. Arup Mukherjee
MAR elective	Dr. Harriet Bettis-Outland
ECO/FIN	Dr. Richard Constand

Section B costs and Tables 2 and 4 entries are based on this illustration.

- B. Use Table 2 to display the costs and associated funding resources for existing and anticipated ranked faculty (as identified in Table 2). Costs for visiting and adjunct faculty should be included in the category of Other Personnel Services (OPS). Provide a narrative summarizing projected costs and funding sources.**

Unless enrollment in the proposed General Business degree far exceeds expectations, this is as close to a “no cost” addition to the College’s degree program inventory as one could get. Each of the

courses in the program is already offered for one or more of the other bachelor's degrees in the College with space available in the courses at both the Pensacola and Emerald Coast locations.

Faculty, advising, support staff, library, and space resources are already in place. For illustrative purposes, we have, in Section B above, identified the faculty who may be teaching upper division courses in the program and have calculated instructional costs for the proposed program as if the only students in these courses would be General Business degree students. (However, it should be noted that based on enrollment projections, General Business student enrollment in any one particular course is not likely to exceed 25% of the course enrollment even in the out years of the program.)

The average nine-month salary for faculty in the College of Business (2008-2009) is \$87,458. The average twelve-month salary, assuming full-time summer supplement appointment, would be \$116,611. For Year 1, the estimated faculty person year is 0.940 for a Pensacola-based program; the equivalent base salary requirement is \$109,614. For Year 5, the estimated faculty person year involvement for a Pensacola-based program is 1.880; the equivalent base salary requirement is \$219,228. Including costs of fringe benefits at 30% of base salary, these figures are \$142,498 and \$284,996 respectively.

It is not anticipated that adjuncts would be required to mount the program. The College does not use graduate teaching assistants.

**C. Provide the number of master's theses and/or doctoral dissertations directed, and the number and type of professional publications for each existing faculty member (do not include information for visiting or adjunct faculty).**

Information provided below is based on the illustrative set of faculty from IX.A. above and is derived from data maintained by the College of Business for AACSB accreditation. "Publications" include peer refereed journal articles (PRJ) and other intellectual contributions (OIC) during the period 2003-2008. Because the College does not require theses for its master's degrees and the College does not offer the doctoral degree, opportunities for direction of theses and dissertations is limited.

Faculty Name	Theses	Dissertations	Professional Publications	
			PRJ	OIC
Dr. Daniel Pace			1	3
Ms. Helen Richards				
Ms. Judith Steele				
Mr. Blaine Lawlor			-	2
Dr. Bob Kimball			1	3
Dr. Stephen Snyder			-	11
Mr. Art Gilbert			4	13
Dr. June Wei			21	20
Dr. Julie Ann Stuart-Williams			20	40
Dr. Gayle Baugh			4	14
Dr. David Eppright			1	9
Mr. Donald Roark			-	1
Dr. Richard Sjolander			4	9
Dr. Wynn Teasley			4	15
Dr. Ken Murrell			4	11
Dr. Nestor Arguea			3	5

Dr. William Carper			0	20
Dr. Marty Hornyak			7	53
Dr. Arup Mukherjee			5	3
Dr. Harriett Bettis-Outland			1	14
Mr. Richard Constand			1	4

**D. Provide evidence that the academic unit(s) associated with this new degree have been productive in teaching, research, and service. Such evidence may include trends over time for average course load, FTE productivity, student HC in major or service courses, degrees granted, external funding attracted, as well as qualitative indicators of excellence.**

### **Instructional Productivity**

Average course load for full-time faculty: Three 3 sh courses.

### **Student headcount trend data:**

#### ***Five-Year Headcount Enrollment—Fall Semester***

#### **Lower Division**

<b>CIP</b>	<b>Level</b>	<b>Major</b>	<b>Fall 2003</b>	<b>Fall 2004</b>	<b>Fall 2005</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008*</b>
52.0301	L	Accounting	112	114	112	80	92	123
52.0801	L	Finance	57	51	46	34	57	66
52.0201	L	Management	194	143	170	147	135	129
52.1201	L	Mgmt Info Systems	37	28	25	18	9	14
52.1401	L	Marketing	116	99	100	96	92	92
52.0601	L	Economics	18	17	18	17	17	22
		<b>LD Totals</b>	<b>534</b>	<b>452</b>	<b>471</b>	<b>392</b>	<b>402</b>	<b>446</b>

#### **Upper Division (BSBA)**

<b>CIP</b>	<b>Level</b>	<b>Major</b>	<b>Fall 2003</b>	<b>Fall 2004</b>	<b>Fall 2005</b>	<b>Fall 2006</b>	<b>Fall 2007</b>	<b>Fall 2008*</b>
52.0301	U	Accounting	211	228	256	257	270	259
52.0801	U	Finance	125	129	145	127	140	121
52.0201	U	Management	239	260	227	253	249	208
52.1201	U	Mgmt Info Systems	108	71	61	49	40	32
52.1401	U	Marketing	186	175	155	175	163	157
52.0601	U	Economics	14	21	28	38	30	31

		<b>UD Totals</b>	883	884	872	899	892	808
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Graduate

CIP	Level	Major	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008*
52.0201	G	Business Administration	128	146	143	128	125	123
52.0301	G	Accounting	45	36	31	38	45	40
		<b>Graduate Totals</b>	173	182	174	166	170	163

**Unclassified but Business Associated**

CIP	Level		Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008*
	N	Unclassified	103	109	91	89	128	161

**Summary**

Level	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008*
Lower Division	534	452	471	392	402	446
Upper Division	883	884	872	899	892	808
Unclassified	103	109	91	89	128	161
Graduate	173	182	174	166	170	163
<b>Totals</b>	1693	1627	1608	1546	1592	1578

\*Fall 2008 headcount preliminary as of October 28, 2008.

**Student FTE trend data:**

*Five-Year Student FTE Enrollment—Fall Semester*

**Lower Division**

CIP	Level	Discipline	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008**
52.0301	L	Accounting	62.2	64.8	57.6	58.4	57.2	57.8
	L	Business Admin - General	7.6	17.6	17.6	15.6	16.0	13.0

52.0801	L	Finance	0.0	0.0	0.0	0.0	0.0	0.0
52.0201	L	Management	0.0	0.0	0.0	0.0	0.0	0.0
52.1201	L	Mgt Info Systems	0.0	0.0	0.0	0.0	0.0	0.0
52.1401	L	Marketing	0.0	0.0	0.0	0.0	0.0	0.0
52.0601	L	Economics	80.4	87.4	76.0	71.8	65.4	64.8
	L	<b>Totals</b>	150.2	169.8	151.2	145.8	138.6	135.6

### Upper Division

CIP	Level	Discipline	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008**
52.0301	U	Accounting	116.4	140.5	139.8	127.1	150.6	148.5
	U	Business Admin - General	62.4	59.3	46.6	45.2	40.5	44.9
52.0801	U	Finance	151.6	130.0	129.1	128.6	134.3	117.4
52.0201	U	Management	165.4	172.6	180.9	169.4	180.2	201.9
52.1201	U	Mgt Info Systems	72.6	63.0	56.4	41.2	45.2	33.4
52.1401	U	Marketing	163.1	155.9	151.0	145.0	149.4	151.7
52.0601	U	Economics	17.3	16.1	18.6	23.0	21.4	30.8
	U	<b>Totals</b>	748.8	737.4	722.4	679.5	721.6	728.6

### Graduate

CIP	Level	Discipline	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008**
52.0301	G	Accounting	26.0	32.0	25.3	37.3	37.0	39.3
	G	Business Admin - General	30.7	29.6	47.7	48.6	51.0	47.0
52.0801	G	Economics	6.0	0.8	4.5	1.5	0.0	5.0
52.0201	G	Finance	9.5	5.5	9.3	6.8	7.8	10.0
52.1201	G	Management	10.1	31.0	19.3	18.5	14.3	21.8
52.1401	G	Mgt Info Systems	10.8	0.0	7.6	4.5	5.5	6.5
52.0601	G	Marketing	0.3	6.6	2.8	0.3	10.5	0.3
	G	<b>Totals</b>	93.4	105.5	100.6	117.5	126.1	129.9

\*\*Source IR005R01 dated 10/28/08 (Fall 2008 Preliminary).

### Summary

CIP	Level	Major	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008**
52.0301	All	Accounting	204.6	237.3	222.7	222.8	244.8	245.6
	All	Business Admin - General	100.7	106.5	111.9	109.4	107.5	104.9
52.0801	All	Economics	103.7	104.3	99.1	96.3	86.8	100.6
52.0201	All	Finance	161.1	135.5	138.4	135.4	142.1	127.4
52.1201	All	Management	175.5	203.6	200.2	187.9	194.5	223.7

52.1401	All	Management Information Systems	83.4	63.0	64.0	45.7	50.7	39.9
52.0601	All	Marketing	163.4	162.5	153.8	145.3	159.9	152.0
	All	<b>Totals</b>	992.4	1012.7	990.1	942.8	986.3	994.1

\*\*Source: IR005R01 dated 10/28/08 (Fall 2008 Preliminary).

## Degrees awarded trend data:

### *Five-Year Trend Data for Degrees Granted*

#### Bachelor's Degree Majors (BSBA)

CIP	Major	02-03	03-04	04-05	05-06	06-07	07-08
52.0301	Accounting/AIS	63	60	56	87	63	68
52.0801	Finance	48	49	31	58	51	50
52.0201	Management	81	74	98	88	84	85
52.1201	Business/MIS	50	46	35	32	23	15
52.1401	Marketing	72	57	61	61	72	54
52.0601	Economics	7	7	9	6	10	12
	<b>Totals</b>	321	293	290	332	303	284

#### Graduate Degrees (MAcc and MBA)

CIP	Major	02-03	03-04	04-05	05-06	06-07	07-08
52.0301	Accounting/AIS (MAcc)	22	28	17	20	18	25
52.0201	Management (MBA)	71	67	61	60	63	51
	<b>Totals</b>	93	95	78	80	81	76

## **Scholarship and Research Productivity**

The following information is taken from the College's data base on faculty intellectual contributions maintained by SEDONA and used in connection with reporting for the College's accreditation by AACSB International. Information is current as of November 14, 2008.

AQ refers to faculty qualified on the basis of their academic credentials and scholarly productivity. PQ refers to faculty qualified on the basis of academic credentials, professional experience, and continuing professional development.

PRJ refers to peer reviewed journal articles. OIC refers to other intellectual contributions such as books, book chapters, grants, proceedings, and presentations at professional meetings. As of the November 14, 2008, report for the five-year period 2003-2008, 90% of the full- and part-time faculty reported intellectual contributions.

**Summary of Faculty Qualifications,  
 Intellectual Contributions, and Professional Responsibilities**  
 ALL Full/Part-time, Active members  
 and their Intellectual Contributions records for the period 2003-2008

Area	Qualifications			Number of Intellectual Contributions during the period (2003-2008)						Totals	
				Learning & Pedagogical Scholarship		Discipline-Based Scholarship		Contributions to Practice			
	AQ	PQ	Oth	PRJ	OIC	PRJ	OIC	PRJ	OIC	PRJ	OIC
ACG:	12	4		12	38	14	36	19	45	45	119
BUL:		3							1		1
ECO:	7	3				8	6	8	8	16	14
FIN:	5				6	15	24	2	16	17	46
MGT:	11	8	1	21	102	21	55	31	82	73	239
MIS:	3	1		2	19	10	9	21	23	33	51
MKT:	9	4		1	15	16	38	4	33	21	86
<b>College Totals:</b>	<b>47</b>	<b>23</b>	<b>1</b>	<b>36</b>	<b>180</b>	<b>84</b>	<b>168</b>	<b>85</b>	<b>208</b>	<b>205</b>	<b>556</b>

### Service Productivity

The following information pertaining to service is taken from the College's 2007-2008 Annual Report which is available at the following URL:

<http://upic.uwf.edu/Files/Strategic/9/COB%20ANNUAL%20REPORT%202007-08.doc>

From the Annual Report section on Community Engagement:

College faculty members serve on boards or as officers of business, professional, and community organizations such as the following:

- Academic Journals, Review Boards
- Florida Governor's Council of Economic Advisors (Member)
- Florida Economic Development Council (Member)
- Florida First Capital Finance Corporation (Member)
- Consumer Credit Counseling of Northwest Florida (Board Member, Chairman of Board)
- Pensacola/Escambia Development Commission (Commissioner)
- Escambia County Enterprise Zone Authority (Board Member)
- Community Enterprise Investments, Inc. (Board Member, Officer)
- TEAM Santa Rosa Economic Development Council (Member)
- Gulf Coast Economics Club (Officer)
- City of Pensacola Charter Committee (Member)
- Rotary Clubs (Officers, Committee Members)
- UWF/Combined Rotaries of Pensacola Ethics Committee (Co-chair)
- Pace Water System (Board of Directors)
- Emerald Coast Chapter of the Florida Institute of Certified Public Accountants (Officer)
- City of Pensacola, Internal Audit Committee (Member)
- Pensacola Bay Area Chamber of Commerce (Board Member)
- Santa Rosa County Chamber of Commerce (Board Member, President)
- Gulf Breeze Chamber of Commerce (Member)
- Navarre Chamber of Commerce (Member)

- Fort Walton Beach Chamber of Commerce (Member)
- Niceville –Valparaiso Chamber of Commerce (Member)
- Baptist Health Care Foundation (Board of Directors)
- Baptist Health Ventures (Board Member, HR Committee Member)
- Pensacola Junior College Business Advisory Council (Officer)
- FedEx Freight 2008 Logistics Education Summit (Organizer, Host)
- Pensacola Opera (Advisor for Marketing Research)
- American Heart Association (Advisor for Marketing Research)
- Friends of the Public Library (Board Member)
- Bank of Pensacola (Board Member, Chair of Audit Committee)
- Banking and Auditing Committees for various area churches

From the Annual Report section on Major Unit Accomplishments, the following illustrate the special services provided to Northwest Florida by the Haas Center for Business Research and Economic Development and the UWF Small Business Development Center.

Haas Center

1. Sponsored research activities brought in \$588,845 in 2007-2008.
2. Funded a faculty member who taught College of Business courses.
3. Through hiring of student research assistants, provided hands-on experience in research project fulfillment work and the uses of demographic information.
4. Provided research partnering opportunities with faculty on topics of mutual interest (e.g., discussions with Dr. Scott Keller regarding applied international trade research).
5. Haas Center cited as a major asset of the College by the onsite AACSB reviewers.
6. Haas Center was the host institution for the Fall 2007 meeting of the Association of University and Business and Economic Research (AUBER).

UWF SBDC

1. Provided 4,093 hours of no cost consulting to 1,170 clients.
2. Conducted 101 small business seminars attended by 1,158 people.
3. Clients reported 480 jobs created and 311 retained.
4. Sixty-one (61) clients received \$215,954,380 in financing.
5. Ninety-eight (98) new business start-ups.
6. Clients report sales increases of \$9,173,470.
7. Clients report \$7,023,050 in state and federal contracts.
8. Obtained grant funding in the amount of \$150,000 from Work Force EscaRosa to provide assistance to BRAC-impacted personnel.

**X. Non-Faculty Resources**

- A. Describe library resources currently available to implement and/or sustain the proposed program through Year 5. Provide the total number of volumes and serials available in this discipline and related fields. List major journals that are available to the university’s students. Include a signed statement from the Library Director that this subsection and subsection B have been reviewed and approved for all doctoral level proposals.**

Since the library has significant resources in the multiple Business areas – Accounting, Finance, Economics, Management, Marketing – related to the university’s accreditation by AACSB for graduate programs, library resources are current and adequate to support the BSBA in General Business. The business discipline is particularly well supported by availability of full-text journal

articles through major abstracting and indexing tools such as *ABI/Inform Global*, *Business Full-Text (Wilson)*, *Accounting and Tax Periodicals (Gale)*, and *Factiva*. Full-text electronic books are also readily available through two vendors, *netLibrary* and *ebrary* with almost 2,000 titles in business related disciplines published since 2000.

Since all library users generally prefer convenient access from any place at any time, the library has shifted its acquisition from print to full-text electronic subscriptions to resources. Attached are data on current holdings and/or accesses to books (both print and electronic) and to journals (selective listing of major titles).

The library's current holdings, available to all UWF clients regardless of location (Pensacola Campus, Emerald Coast Campus, or online), are adequate to support a bachelor's degree in the Business disciplines.

See Appendix B for a review of library materials expenditures for the College of Business for 2004-05 through 2008-09 (projected).

See Appendix C for a listing of library holdings pertinent to the BSBA in General Business.

**B. Describe additional library resources that are needed to implement and/or sustain the program through Year 5. Include projected costs of additional library resources in Table 3.**

Because students will be taking courses already offered by the College of Business, the normal acquisition of current journals and books in the fields of business taught by the College will adequately support the program. However, it should be noted that recent and continuing reductions in the Libraries' budget is impacting the availability of library resources for students and faculty as the following statement from the Interim Dean of University Libraries indicates:

During the current and immediate past year, the library has experienced budget reductions due to the state's overall budget shortfall, and anticipates additional reductions that will impact library acquisitions. In addition, libraries struggle with inflationary costs of subscription-based products whether single-title journals, online databases, or subscription-based electronic book packages such as *ebrary*. Inflation erodes acquisition budgets by an average of 7% - 10% per year.

The library's materials allocation was reduced by 22% between FY08 and FY09. Recognizing that this reduction was on the horizon, faculty and librarians worked together in FY08 to hold serials costs steady for FY09, resulting in the cancellation of twenty titles by the College of Business. Since the library committed to retaining as many of the subscription-based titles as possible, availability of funds in FY09 was almost non-existent for the purchase of books.

Although the decision has been made not to further reduce the materials acquisition allocation for future fiscal years, inflation will still require cancellation of subscription costs by @ 10% for each of the next two, and possibly, three years. Depending on what resources will have to be cancelled, whether major full-text journal indexing/abstracting

tools, single-title subscriptions or the ebrary electronic book library, there could be a negative impact on the ability to meet all BSBA information needs in-house. It is more likely that graduate and research needs will be impacted, however. With that expectation, the library will shift some resources into interlibrary loan to address the need for books and journal articles that are not available in-house nor within the state system of Florida.

The following table indicates what would be required to retain all acquisitions over the next five year at current FY09 levels, which are still too low for acquisition of books. UWF does not anticipate that this level of funding will realistically be available any earlier than FY2012.

**Resources Required to Sustain Library Research  
Business (BSBA)  
Five Year Projection**

	% annual incr. (est.)	2009/10	2010/11	2011/1012	2012/13	2013/14
BOOK Acquisitions	4%	\$4,000	\$4,160	\$4,326	\$4,499	\$4,679
SERIALS Renewals	10%	\$31,000	\$34,100	\$37,510	\$41,261	\$45,387
ELECTRONIC Renewals						
CCH Online	4%	\$3,200	\$3,328	\$3,461	\$3,600	\$3,744
NBER Working Papers	4%	\$800	\$832	\$865	\$900	\$936
Other electronic resources	5%	\$50,000	\$52,500	\$55,125	\$57,881	\$60,775
<b>Est. Total</b>		<b>\$89,000</b>	<b>\$94,920</b>	<b>\$101,288</b>	<b>\$108,141</b>	<b>\$115,521</b>

Prepared by: Helen Wiggersma, Interim Dean of Libraries

With assistance from Dan North, Acquisitions Librarian and Lynn Shay, Serials Librarian

**C. Describe classroom, teaching laboratory, research laboratory, office, and other types of space that are necessary and currently available to implement the proposed program through Year 5.**

Classrooms on the Pensacola and Emerald Coast campuses are assigned by the Registrar’s Office with attention given to special requests by the academic departments. The College of Business has a special classroom equipped with 36 computer stations for instruction of Management Information Systems courses.

Additionally, the College maintains a Management Information Systems student computing laboratory with 24 workstations; a 10-workstation laboratory for Accounting and Finance students, and a 4-workstation laboratory for students enrolled in the BSBA capstone course. Students also have access to computer workstations in the main open access computer laboratory in Building 79 and in a smaller laboratory in the Commons. Computer works stations are available to students at the Emerald Coast campus through open-access laboratories.

Each faculty member based in Pensacola has an individual faculty office with computing equipment either in Building 76 or Building 53. Faculty based at the Emerald Coast Campus have individual offices at the joint NFSC-UWF facility in Fort Walton Beach.

A student lounge/library is available on the second floor of Building 76 which principally serves students in Finance and Accounting.

- D. Describe additional classroom, teaching laboratory, research laboratory, office, and other space needed to implement and/or maintain the proposed program through Year 5. Include any projected Instruction and Research (I&R) costs of additional space in Table 2. Do not include costs for new construction because that information should be provided in response to X (J) below.**

Given that existing course offerings and faculty resources will be used to mount the program, additional classrooms and space will not be required beyond that currently in use or planned for in the College of Business Education Center. (See J below.)

- E. Describe specialized equipment that is currently available to implement the proposed program through Year 5. Focus primarily on instructional and research requirements.**

Not applicable.

- F. Describe additional specialized equipment that will be needed to implement and/or sustain the proposed program through Year 5. Include projected costs of additional equipment in Table 2.**

Not applicable.

- G. Describe any additional special categories of resources needed to implement the program through Year 5 (access to proprietary research facilities, specialized services, extended travel, etc.). Include projected costs of special resources in Table 2.**

Not applicable.

- H. Describe fellowships, scholarships, and graduate assistantships to be allocated to the proposed program through Year 5. Include the projected costs in Table 2.**

In addition to general UWF financial aid and scholarships awards, students in the General Business major would be able to compete for the following College of Business undergraduate scholarships:

**The Orville Beckford Endowment for Excellence in Business**

For undergraduate or graduate degree-seeking students majoring in a business discipline who are registered for at least two courses (6 hours) and who maintain a GPA of 3.0 (undergraduate) or 3.5 (graduate). Financial need will be considered (must qualify through the Financial Aid Department). The scholarship is available for fall and spring and may be renewable commensurate with the policies of the Office of Student Financial Assistance.

**College of Business Alumni Scholarship**

For children of College of Business alumni and alumni returning to school in a degree-seeking program in the College of Business. Students may be either part-time or full-time and must meet all UWF enrollment criteria. The amount of the award varies.

#### **Travis J. Bowden Scholarship in Business Ethics**

For students majoring in a business discipline. The applicant must be registered for or have completed at least one hour in an approved Business Ethics course. The amount of the award varies and is awarded for fall and spring semesters only.

#### **C.L. Fountain Family Business Ethics Scholarship**

For students majoring in a business discipline and registered for at least two courses. The student must have had a minimum of one hour in an approved Business Ethics Course, demonstrate a commitment to serving their community and show financial need (must qualify through the Financial Aid department). The student will provide a statement indicating service activities to their community. The amount of the award varies and is awarded for fall and spring semesters only.

#### **Charles and Fran Switzer Business Ethics Scholarship**

For students majoring in a business discipline and registered for at least two courses. The student must have had a minimum of one hour in an approved Business Ethics Course, demonstrate a commitment to serving their community and show financial need (must qualify through the Financial Aid department). The student will provide a statement indicating service activities to their community. The amount of the award varies and is awarded for fall and spring semesters only.

#### **John L. Switzer Business Ethics Scholarship**

For students majoring in a business discipline and registered for at least two courses. The student must have had a minimum of one hour in an approved Business Ethics Course, demonstrate a commitment to serving their community and show financial need (must qualify through the Financial Aid department). The student will provide a statement indicating service activities to their community. The amount of the award varies and is awarded for fall and spring semesters only.

#### **Roy Hess Scholarship in Entrepreneurship**

The scholarship is provided to an undergraduate or graduate degree-seeking student majoring in a business discipline who is registered for at least two courses and who maintains a GPA of 3.00 (undergraduate) or 3.25 (graduate). Preference will be given to students with a demonstrated interest and potential for success in entrepreneurship. Strong preference will be given to students having high financial need. The amount of the award varies. Finalists will be required to submit a 1000-word essay describing themselves and their interest in entrepreneurship.

#### **Maria Flewellen Mikel Memorial Scholarship**

The scholarship is provided to a student meeting the enrollment requirements of UWF. Preference will be given to an upper division or transfer female student pursuing a degree in either Business or Finance and maintaining a 2.7 GPA. The amount varies.

#### **College of Business Bright Futures Plus**

Bright Futures Plus Scholarships are merit-based awards established to recognize excellent transfer students interested in business careers. To be eligible for consideration, students must: (1) be a full-time student during enrollment at UWF, (2) be a UWF College of Business major, (3) be an entering junior with an Associate of Arts (A.A.) Degree from a Florida public community college, (4) be a recipient of the Bright Futures Scholarship upon graduation from high school, (5) have a transfer GPA of at least a 3.5 or higher and (6) complete a Bright Futures Plus Scholarship application.

### **College of Business Scholastic Excellence Award**

Awards are made annually for the Spring semester and are available to all Junior and Senior level College of Business undergraduates. Awards are based on cumulative GPA of all courses taken at UWF with at least 30 hours completed.

### **Brig. General and Mrs. Michael L. Ferguson Scholarship for Sons and Daughters of Military Veterans**

The award is made to the son or daughter of a deceased, active duty, or retired veteran. Children of Army veterans will receive priority. Applicants must demonstrate leadership capability and a commitment to service. Recipients should have a minimum grade point average of 2.5 to qualify and maintain this GPA in order for renewal. Financial need may be considered. Applicants for this award must complete the Ferguson Scholarship Form and submit two character recommendations. The amount of the award varies and is awarded for fall and spring only.

#### **I. Describe currently available sites for internship and practicum experiences, if appropriate to the program. Describe plans to seek additional sites in Years 1 through 5.**

Internships are not required in the program. However, seniors may do an internship as one of the electives. Examples of firms that are available to accept internship students include such businesses as the following: Enterprise Rent-A-Car, Baptist Health Care, Crestview Aerospace, Fisher Brown Insurance, Business Data Management, Escambia County Property Appraiser, Office Max, Champion General Contractors, Greene's Citrus Management, Inc., Small Business Development Center, Sacred Heart Health System, Walmart, Ferry Pass Fire Department, and Paradise Home Realty.

#### **J. If a new capital expenditure for instructional or research space is required, indicate where this item appears on the university's fixed capital outlay priority list. Table 2 includes only Instruction and Research (I&R) costs. If non-I&R costs, such as indirect costs affecting libraries and student services, are expected to increase as a result of the program, describe and estimate those expenses in narrative form below. It is expected that high enrollment programs in particular would necessitate increased costs in non-I&R activities.**

The College of Business complex is already slated for renovation and expansion under a project titled the College of Business Education Center. The Center will include space for classrooms, faculty office, computer labs, and student study-interaction areas. The estimated timeline for completion of the project is as follows:

- 2008-2009 Planning
- 2009-2010 Begin construction

- 2010-2011 Completion of construction and furnishings

## **Tables**

- 1-A: Projected Headcount from Potential Sources
- 2: Projected Costs and Funding Sources
- 4: Anticipated Faculty Participation

**TABLE 1-A  
PROJECTED HEADCOUNT FROM POTENTIAL SOURCES  
BSBA General Business**

Source of Students (Non-duplicated headcount in any given year)*	Year 1 (2009-2010)		Year 2		Year 3		Year 4		Year 5 (2013-2014)	
	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE
Upper-level students who are transferring from other majors within the university**	5	3.75	5	3.75	5	3.75	5	3.75	5	3.75
Students who initially entered the university as FTIC students and who are progressing from the lower to the upper level***	5	3.75	6	4.5	7	5.25	8	6	10	7.5
Florida community college transfers to the upper level***	5	3.75	8	6	10	7.5	12	9	15	11.25
Transfers to the upper level from other Florida colleges and universities***	0	0	1	0.75	2	1.5	3	2.25	5	3.75
Transfers from out of state colleges and universities***	0	0	0	0	1	0.75	2	1.5	2	1.5
Other (Explain)***	0	0	0	0	0	0	0	0	0	0
<b>Totals</b>	<b>15</b>	<b>11.25</b>	<b>20</b>	<b>15</b>	<b>25</b>	<b>18.75</b>	<b>30</b>	<b>22.5</b>	<b>37</b>	<b>27.75</b>

FTE = HC x .75

\* List projected annual headcount of enrolled students majoring in the program.

\*\* If numbers appear in this category, they should go DOWN in later years.

\*\*\* Do not include individuals counted in any PRIOR CATEGORY in a given COLUMN.

**TABLE 2  
PROJECTED COSTS AND FUNDING SOURCES**

Instruction & Research Costs (non-cumulative)	Year 1						Year 5				
	Funding Source					Subtotal E&G and C&G	Funding Source				Subtotal E&G and C&G
	In Current Base (E&G)	Enrollment Growth (E&G)	Other New Recurring (E&G)	New Non-Recurring (E&G)	Contracts & Grants (C&G)		Continuing Base** (E&G)	New Enrollment Growth (E&G)	Other*** (E&G)	Contracts & Grants (C&G)	
Faculty Salaries and Benefits	22,800	0	0	0	0	\$22,800	45,600	0	0	0	\$45,600
A & P Salaries and Benefits	0	0	0	0	0	\$0	0	0	0	0	\$0
USPS Salaries and Benefits	0	0	0	0	0	\$0	0	0	0	0	\$0
Other Personnel Services	0	0	0	0	0	\$0	0	0	0	0	\$0
Assistantships & Fellowships	0	0	0	0	0	\$0	0	0	0	0	\$0
Library	0	0	0	0	0	\$0	0	0	0	0	\$0
Expenses	0	0	0	0	0	\$0	0	0	0	0	\$0
Operating Capital Outlay	0	0	0	0	0	\$0	0	0	0	0	\$0
Special Categories	0	0	0	0	0	\$0	0	0	0	0	\$0
<b>Total Costs</b>	<b>\$22,800</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$22,800</b>	<b>\$45,600</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$45,600</b>

\*Identify reallocation sources in Table 3.

\*\*Includes recurring E&G funded costs ("reallocated base," "enrollment growth," and "other new recurring") from Years 1-4 that continue into Year 5.

\*\*\*Identify if non-recurring.

**Faculty and Staff Summary**

Total Positions (person-years)	Year 1	Year 5
Faculty (From Table 4 before adjustment for partial enrollment)	0.94	1.88
A & P	0	0
USPS	0	0

**Calculated Cost per Student  
FTE**

	Year 1	Year 5
Total E&G Funding	\$22,800	\$45,600
Annual Student FTE	11.25	27.75
E&G Cost per FTE	\$2,027	\$1,643

**TABLE 4  
ANTICIPATED FACULTY PARTICIPATION**

Faculty Code	Faculty Name or "New Hire" Highest Degree Held Academic Discipline or Specialization	Rank	Contract Status	Initial Date for Participation in Program	Mos. Contract Year 1	FTE Year 1	% Effort for Prg. Year 1	PY Year 1	Mos. Contract Year 5	FTE Year 5	% Effort for Prg. Year 5	PY Year 5
A	Daniel Pace Ph.D., Finance	Associate	T	Fall 2009	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	Judith Steele Ed.D., Curriculum & Instruction	Instructor	NTE	Fall 2009	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	Blaine Lawlor MBA, Business	Instructor	NTE	Fall 2009	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	Bob Kimball Ph.D., Marketing	Professor	T	Fall 2009	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	Stephen Snyder Ph.D., Strategic Management	Assistant	T	Fall 2009	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	Art Gilbert D.B.A., Accounting	Associate	TE	Spring 2010	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	June Wei Ph.D., Industrial Engineering	Associate	T	Spring 2010	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	Julie Ann Stuart-Williams Ph.D., Industrial & Sys Engineering	Associate	TE	Spring 2010	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	Gayle Baugh Ph.D., Organizational Behavior	Associate	T	Spring 2010	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	David Eppright Ph.D., Advertising & Marketing	Associate	T	Spring 2010	9	1.000	0.125	0.094	9	1.000	0.125	0.094
A	Donald Roark LL.M., Law	Instructor	NTE	Fall 2010					9	1.000	0.125	0.094
A	Richard Sjolander Ph.D., Resource Development	Professor	T	Fall 2010					9	1.000	0.125	0.094
A	Wynn Teasley Ph.D., Pol Sci, Public Admin, Crim Just.	Professor	T	Fall 2010					9	1.000	0.125	0.094
A	Ken Murrell D.B.A., Appl Behavior Sci, Intl Bus	Professor	T	Fall 2010					9	1.000	0.125	0.094

A	Nestor Arguea Ph.D., Economics	Professor	T	Fall 2010					12	1.000	0.094	0.094
A	William Carper Ph.D., Strategic Planning Mgt	Professor	T	Spring 2011					9	1.000	0.125	0.094
A	Martin Hornyak D.B.A., Strategic Mgt/Mkt	Associate	T	Spring 2011					9	1.000	0.125	0.094
A	Arup Mukherjee Ph.D., Management Science	Professor	T	Spring 2011					12	1.000	0.094	0.094
A	Harriett Bettis-Outland Ph.D., Marketing	Assisant	TE	Spring 2011					9	1.000	0.125	0.094
A	Richard Constand Ph.D., Finance	Professor	T	Spring 2011					9	1.000	0.125	0.094
<b>Total Person-Years (PY)</b>									<b>0.940</b>			<b>1.880</b>

Faculty Code		Source of Funding	PY Workload by Budget Classification	
			Year 1	Year 5
A	Existing faculty on a regular line	Current Education & General Revenue	0.940	1.880
B	New faculty to be hired on a vacant line	Current Education & General Revenue	0.000	0.000
C	New faculty to be hired on a new line	New Education & General Revenue	0.000	0.000
D	Existing faculty hired on contracts/grants	Contracts/Grants	0.000	0.000
E	New faculty to be hired on contracts/grants	Contracts/Grants	0.000	0.000
<b>Overall Totals for</b>			<b>Year 1 0.940</b>	<b>Year 5 1.880</b>

T Tenured  
TE Tenure-earning  
NTE Non-tenure-earning

## **Appendices**

- A: Letters of Support
- B: Library Materials Expenditures for 2004-05 through 2008-09
- C: UWF Libraries Holdings Pertinent to the BSBA in General Business

## Appendix A, Letters of Support



REPLY TO:  
MICHAEL L. FERGUSON  
Brigadier General, U.S. Army (Ret.)  
Also admitted in the District of Columbia  
mlf@penncollaw.com  
Fax: (850) 477-4310

SEZANNE BLANKENSHIP  
WILLIAM A. BOBB  
EDWARD P. FLEMING  
WILLIAM J. GREEN  
B. TODD HARRIS  
ROBERT N. HEATH, JR.  
BILINDA N. DE KOZAN  
G. STEPHEN LOWERY  
BRETT A. McDONALD  
STEPHEN R. MOORHEAD  
RAYMOND P. O'BRYEN, JR.  
J. D. SMITH  
JOHN B. TRAVICK  
KATHLEEN M. WILLY

November 11, 2008

BY COUNSEL:  
MICHAEL L. FERGUSON  
WILLIAM J. GREEN

Dr. Ed Ranelli  
Dean, College of Business  
The University of West Florida  
11000 University Parkway  
Pensacola, FL 32514

Dear Ed,

On behalf of the UWF College of Business Advisory Council, I am pleased to provide a letter of support for the College's proposed new major in general business to complement the College's current undergraduate offerings.

The College of Business offers high quality undergraduate business programs to students primarily from Northwest Florida and the State. UWF business students have consistently scored in the top 20% on major field test in businesses and are a significant source of outstanding employees who contribute to the growth and development of our region.

This new degree will provide students with a broad based background in business that will be particularly attractive to small and emerging businesses in our area. The future economic growth and development in the Pensacola metropolitan area will be highly dependent not only on sustained efforts in the education, government, and military sectors, and our larger corporations, but also on our ability to maintain and attract small businesses.

I strongly encourage this undertaking in order for our community to keep up with increased demands for a general business education.

Sincerely,

A handwritten signature in blue ink that reads "Michael L. Ferguson". The signature is fluid and cursive, with the first name being the most prominent.

Michael L. Ferguson  
Brigadier General, U.S. Army Retired  
Chairman, College of Business Advisory Council

MLF:dmc

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McDONALD, FLEMING, MOORHEAD, FERGUSON, GREEN, SMITH, BLANKENSHIP, HEATH AND DE KOZAN, LLP  
23 W. GOVERNMENT STREET • PENSACOLA, FL 32502 • TELEPHONE (850) 477-0660 • www.pensacollaw.com



November 12, 2008

Dr. Ed Raneli  
Dean, College of Business  
The University of West Florida  
11000 University Parkway  
Pensacola, FL 32514

Dear Ed:

We are pleased to hear that the College of Business is exploring the possibility of offering a major in general business to complement the College's current undergraduate offerings. As you know, future economic growth and development in the Pensacola metropolitan area will be highly dependent not only on sustained efforts in the education, government, and military sectors, and our larger corporations, but also on our ability to maintain and attract small businesses. Students having the breadth of knowledge and skills acquired as part of a general business degree should be very attractive employees for small businesses that cannot afford to hire a full range of business specialists.

Please keep us informed on the progress of your deliberations and let us know when the degree has been approved so that we can promote it both to prospective employers and students.

Sincerely,

A blue ink signature of Evon Emerson, consisting of stylized, cursive letters.

Evon Emerson  
President/CEO

117 W. Garden Street • P.O. Box 550 • Pensacola, FL 32591-0550  
850-438-4081 • Fax: 850-438-6369  
[www.pensacolachamber.com](http://www.pensacolachamber.com)



November 10, 2008

Dr. Ed Ranelli  
Dean, College of Business  
The University of West Florida  
11000 University Parkway  
Pensacola, FL 32514

Dear Ed,

I am pleased to lend my support to the College of Business proposal to offer a major in general business building on course offerings from the existing accounting, economics, finance, management, and marketing programs. I believe this program will be well received both by prospective students and prospective employers in the Florida Panhandle and will fill a gap in programs currently being offered by the College.

The four county region including Escambia, Santa Rosa, Okaloosa, and Walton Counties are populated by over 63,120 small businesses, 16,700 of which have employees. Throughout the region, the Counties' economic development plans place significant emphasis on incubating and attracting additional small businesses. In addition to having a strong entrepreneurial spirit, successful small businesses need managers and other key support personnel who understand the full range of business processes. A general business degree built on the State University System's common prerequisites, the College's already strong upper division business core, and an appropriate selection of coursework related to the major functions should produce graduates who will be valuable employees for our expanding small business sector.

In closing, I want to restate my support for a UWF College of Business major in general business. If I can do anything to further the progress of this proposal please do not hesitate to let me know.

Sincerely,

A handwritten signature in blue ink that reads "Larry A. Strain".

Larry A. Strain  
Executive Director

Small Business Development Center  
401 E. Chase Street, Suite 100  
Pensacola, FL 32502  
850 473 7830 / 1 850 473 7831  
sbdc@uwf.edu  
www.sbdc.uwf.edu



Appendix B, Library Materials Expenditures for 2004-05 through 2008-09

**COLLEGE OF BUSINESS**  
 Library Materials Expenditures, Business: 2004/05 to 2008/09 (est.)  
 2004/05 to 2008/09 (est.)

<b>ALL DISCIPLINES</b>	2004/05	2005/06	2006/07	2007/08	2008/09 (proj.)
<b>BOOKS</b>					
Business direct	\$13,770	\$18,820	\$48,559	\$21,950	\$2,500
Library interdisciplinary (est.)	\$15,014	\$7,033	\$7,946	\$4,626	\$1,400
Reference (est.)	\$3,000	\$2,000	\$4,500	\$3,000	\$1,500
<b>Subtotal</b>	<b>\$31,784</b>	<b>\$27,853</b>	<b>\$61,005</b>	<b>\$29,576</b>	<b>\$5,400</b>
<b>SERIALS</b>					
Business direct	\$57,311	\$51,617	\$51,433	\$33,064	\$31,234
Library interdisciplinary (est.)	\$3,006	\$3,046	\$4,543	\$773	\$700
Reference (est.)	\$4,500	\$4,500	\$6,000	\$3,000	\$900
<b>Subtotal</b>	<b>\$64,817</b>	<b>\$59,163</b>	<b>\$61,976</b>	<b>\$36,837</b>	<b>\$32,834</b>
<b>ELECTRONIC</b>					
CCH Online	\$2,600	\$2,800	\$3,024	\$3,024	\$3,206
NBER Working Papers	N/A	N/A	\$795	\$750	\$787
Other electronic resources	\$26,800	\$42,450	\$46,271	\$50,435	\$54,974
<b>Subtotal</b>	<b>\$29,400</b>	<b>\$45,250</b>	<b>\$50,090</b>	<b>\$54,209</b>	<b>\$58,967</b>
<b>TOTAL Business Expenditures</b>	<b>\$126,001</b>	<b>\$132,266</b>	<b>\$196,819</b>	<b>\$120,622</b>	<b>\$97,201</b>
<b>TOTAL Library Allocation</b>	<b>\$1,240,000</b>	<b>\$1,300,000</b>	<b>\$1,540,000</b>	<b>\$1,255,000</b>	<b>\$1,000,300</b>
<b>Pct share of Business-related</b>	<b>10%</b>	<b>10%</b>	<b>13%</b>	<b>10%</b>	<b>10%</b>

<b>ACCOUNTING</b>	2004/05	2005/06	2006/07	2007/08	2008/09 (proj.)
<b>BOOKS</b>					
Acct/Finance direct	\$64	\$3,686	\$12,559	\$6,816	\$600
Library interdisciplinary (est.)	\$4,826	\$2,685	\$2,890	\$2,191	\$450
Reference (est.)	\$1,500	\$1,000	\$1,500	\$1,000	\$500
<b>SUBTOTAL</b>	<b>\$6,390</b>	<b>\$7,371</b>	<b>\$16,949</b>	<b>\$10,007</b>	<b>\$1,550</b>
<b>SERIALS</b>					
Acct/Finance direct	\$22,674	\$22,847	\$23,301	\$15,567	\$15,326
Library interdisciplinary (est.)	\$383	\$374	\$1,848	\$366	\$250
Reference (est.)	\$1,500	\$1,500	\$2,000	\$1,000	\$500
<b>SUBTOTAL</b>	<b>\$24,557</b>	<b>\$24,721</b>	<b>\$27,149</b>	<b>\$16,933</b>	<b>\$16,076</b>
<b>ELECTRONIC</b>					
CCH Online	\$2,600	\$2,800	\$3,024	\$3,024	\$3,206
Other electronic resources	\$8,600	\$13,450	\$10,700	\$23,085	\$21,400
<b>SUBTOTAL</b>	<b>\$11,200</b>	<b>\$16,250</b>	<b>\$13,724</b>	<b>\$26,109</b>	<b>\$24,606</b>
<b>TOTAL EXPENDITURES</b>	<b>\$42,147</b>	<b>\$48,342</b>	<b>\$57,822</b>	<b>\$53,049</b>	<b>\$42,232</b>
Pct share of Acct/Finance-related	3.4%	3.7%	3.8%	4.2%	4.2%

<b>MANAGEMENT/MIS</b>	2004/05	2005/06	2006/07	2007/08	2008/09 (proj.)
<b>BOOKS</b>					
Mgmt/MIS direct	\$10,837	\$8,822	\$19,000	\$8,822	\$900
Library interdisciplinary (est.)	\$4,826	\$1,918	\$3,010	\$1,217	\$500
Reference (est.)	\$1,500	\$1,000	\$1,500	\$1,000	\$500
<b>SUBTOTAL</b>	<b>\$17,163</b>	<b>\$11,740</b>	<b>\$23,510</b>	<b>\$11,039</b>	<b>\$1,900</b>
<b>SERIALS</b>					
Mgmt/MIS direct	\$11,749	\$10,509	\$10,885	\$8,038	\$7,231
Library interdisciplinary (est.)	\$1,242	\$1,179	\$1,386	\$204	\$250
Reference (est.)	\$1,500	\$1,500	\$2,000	\$1,000	\$200
<b>SUBTOTAL</b>	<b>\$14,491</b>	<b>\$13,188</b>	<b>\$14,271</b>	<b>\$9,242</b>	<b>\$7,681</b>
<b>ELECTRONIC</b>					
Electronic resources	\$9,600	\$15,550	\$17,450	\$28,785	\$27,462
<b>SUBTOTAL</b>	<b>\$9,600</b>	<b>\$15,550</b>	<b>\$17,450</b>	<b>\$28,785</b>	<b>\$27,462</b>
<b>TOTAL EXPENDITURES</b>	<b>\$41,254</b>	<b>\$40,478</b>	<b>\$55,231</b>	<b>\$49,066</b>	<b>\$37,043</b>
Pct share of Mgmt/MIS-related	3.3%	3.1%	3.6%	3.9%	3.7%

<b>MARKETING</b>	2004/05	2005/06	2006/07	2007/08	2008/09 (proj.)
<b>BOOKS</b>					
Mktg/Econ direct	\$2,869	\$6,312	\$17,000	\$6,312	\$1,000
Library interdisciplinary (est.)	\$5,362	\$2,430	\$2,047	\$1,217	\$450
Reference (est.)	\$1,500	\$1,000	\$1,500	\$1,000	\$500
<b>SUBTOTAL</b>	<b>\$9,731</b>	<b>\$9,742</b>	<b>\$20,547</b>	<b>\$8,529</b>	<b>\$1,950</b>
<b>SERIALS</b>					
Mktg/Econ direct	\$22,888	\$18,261	\$17,247	\$9,459	\$8,677
Library interdisciplinary (est.)	\$1,380	\$1,493	\$1,309	\$204	\$200
Reference (est.)	\$1,500	\$1,500	\$2,000	\$1,000	\$200
<b>SUBTOTAL</b>	<b>\$25,768</b>	<b>\$21,254</b>	<b>\$20,556</b>	<b>\$10,663</b>	<b>\$9,077</b>
<b>ELECTRONIC</b>					
NBER Working Papers (2006/07)	N/A	N/A	\$795	\$750	\$787
Other electronic resources	\$8,600	\$13,450	\$10,450	\$17,150	\$21,900
<b>SUBTOTAL</b>	<b>\$8,600</b>	<b>\$13,450</b>	<b>\$10,450</b>	<b>\$17,150</b>	<b>\$21,900</b>
<b>TOTAL EXPENDITURES</b>	<b>\$44,099</b>	<b>\$44,445</b>	<b>\$51,553</b>	<b>\$36,342</b>	<b>\$32,927</b>
Pct share of Mktg/Econ-related	4%	3%	3%	3%	3%

Prepared by Daniel North  
December 15, 2008

Appendix C, UWF Libraries Holdings Pertinent to the BSBA in General Business

**Title counts of holdings in UWF Libraries combined -  
College of Business program areas**

(Physical title counts from WordCat Collection Analysis product)

D North 12/15/08

Call # area	Subject area	# Physical titles owned		# E-book titles (netLibrary+ ebrary)	TOTAL COUNT (Physical, all dates + e-books)
		2000 - 2008	All pub dates		
HA	Applied statistics	76	666	95	761
HB	Economic theory, demography, business cycles	363	3,472	789	4,261
HC	Economic history by region or country	568	6,245	1,697	7,942
HD	Economic history, production, land, industry, labor	1,747	21,858	5,390	27,248
HE	Transportation and communications, other industries	140	1,484	340	1,824
HF	Commerce, business administration, personnel, accounting, marketing	1,002	9,201	3,594	12,795
HG	Finance, banking, investment, etc.	607	6,005	1,659	7,664
HJ	Public finance	92	1,394	226	1,620
QA1 - QA280	Mathematics, computer science, mathematical statistics	1,318	8,837	3,607	12,444
TJ212 - TJ225	Control engineering, robotics	22	238	30	268
TS	Manufactures, production management, industries (all)	100	1,362	312	1,674
<b>TOTAL</b>		<b>5,959</b>	<b>60,096</b>	<b>17,644</b>	<b>77,740</b>
	<b>SUMMARIES</b>				

	Total book titles in libraries' collections (WCA, 2000 - 2008)	63,914			
	Total book titles in libraries' collections (WCA) (all dates)		489,677		
	Total e-book titles in netLibrary + ebrary (all dates)			85,483	
	<b>Total - physical + e-book titles</b>				<b>575,160</b>
	Business pct share - book titles, 2000 - 2008	9.3%			
	Business pct share - book titles, all dates		12.3%		
	Business pct share - e-book titles, all dates			20.6%	
	<b>Business pct share - all titles</b>				<b>13.5%</b>

**BSBA PROGRAM**  
**UWF Libraries Holdings: Serials**  
**Business Journal Access: 2008**

<b>Individual (vs. publisher package) Serial Subscriptions by Discipline</b>	<b>Number</b>
in Accounting	44
in Economics	16
in Finance	22
in Management	17
in Marketing	24
In Psychology (behavioral and social psychology)	14
<b>TOTAL</b>	<b>137</b>

<b>Major Business titles to which UWF subscribes</b>	<b>Format</b>
Accounting and business research	Print
Advances in financial education	Print
Accounting review	Electronic
American economic review	Print
Auditing - journal of practice and theory	Electronic
Behavior research in accounting	Electronic
Contemporary accounting research	Print/electronic
Econometrica : journal of the Econometric Society	Electronic
Economist	Print/electronic
Harvard business review	Print
Human systems management	Electronic
International journal of advertising	Print
International review of industrial and organizational psychology	Print
Issues in accounting education	Electronic
Journal of accounting research	Electronic
Journal of accounting, auditing & finance	Print
Journal of consumer research	Electronic
Journal of development studies	Electronic
Journal of financial education	Print
Journal of global marketing	Print/electronic
Journal of international consumer marketing	Print/electronic
Journal of management	Electronic
Journal of management education	Electronic
Journal of management studies	Electronic
Journal of marketing education	Electronic
Journal of population economics	Electronic
Journal of portfolio management	Electronic
Journal of the Academy of Marketing Science	Electronic

Journal of workplace behavioral health	Print/electronic
Management science	Electronic
Operations research	Electronic
Practical tax strategies	Print
Quarterly journal of economics	Electronic
Review of social economy	Electronic
RMA journal	Print
Tax management compensation planning journal	Print

**Sample of Business Titles in publisher packages: ScienceDirect, Wiley - Blackwell, SpringerLink, Oxford and Cambridge University Press**

Abacus	Electronic
Advances in accounting	Print
Academy of management executive	Electronic
Accounting organization and society	Electronic
Advances in macroeconomics	Electronic
Annals of finance	Electronic
British journal of industrial relations	Electronic
Business and politics	Electronic
Business horizons	Electronic
Canadian journal of economics	Electronic
Contemporary economic policy	Electronic
Corporate governance	Electronic
Economic journal : the quarterly journal of the Royal Economic Society	Electronic
European economic review	Electronic
European management journal	Electronic
Frontiers of theoretical economics	Electronic
Global finance journal	Electronic
Growth and change	Electronic
Industrial marketing management	Electronic
Industrial relations	Electronic
International accounting, auditing and taxation	Electronic
International economic review	Electronic
International finance	Electronic
Japanese economic review	Electronic
Journal of behavioral decision making	Electronic
Journal of business and psychology	Electronic
Journal of business ethics	Electronic
Journal of business finance and accounting	Electronic
Journal of business venturing	Electronic
Journal of common market studies	Electronic
Journal of corporate finance	Electronic
Journal of evolutionary economics	Electronic

Journal of finance	Electronic
Journal of industrial economics	Electronic
Journal of interactive marketing	Electronic
Journal of management studies	Electronic
Journal of population economics	Electronic
Journal of product innovation management	Electronic
Journal of operations management	Electronic
Journal of organizational behavior	Electronic
Journal of world business	Electronic
Kyklos	Electronic
Personnel psychology	Electronic
Psychology and marketing	Electronic
Review of financial studies	Electronic
Review of international economics	Electronic
Review of marketing science	Electronic
Strategic management journal	Electronic
World development	Electronic
<b>Electronic Journal Databases</b>	<b>Full text articles available?</b>
Cambridge University Press	yes
Emerald Xtra	yes
Oxford University Press Journals	yes
PsycARTICLES	yes
ResearchNow (Berkeley University Press)	yes
SpringerLink	yes
ScienceDirect (Elsevier)	yes
Wiley Blackwell Journals	yes
<b>Abstracting and Indexing Services</b>	<b>Full text articles available?</b>
ABI/Inform Global and Archive	yes
Accounting and Tax Periodicals (ProQuest)	yes
Business and Company Resource Center - Gale	yes
Business Full Text (Wilson)	yes
Econlit	no
Factiva	yes
General Business File ASAP - Gale	yes
LexisNexis Academic	yes
ProQuest Newsstand	yes

**Sample Titles for which UWF has Electronic Full Text Journal Access through aggregator databases: Gale, ProQuest or Lexis-Nexis**

Auditing
Brookings review
Business ethics quarterly
California management review
Corporate business taxation monthly
Euromoney
Financial analysts journal
Financial management
Global finance
Human relations
Institutional investor
International tax journal
Journal of business logistics
Journal of derivatives
Journal of fixed income
Journal of investing
Journal of portfolio management
Journal of private equity
Mergers & Acquisitions
National tax journal
Real estate economics
Real estate finance
Tax notes today
Taxes
Technology analysis & strategic management
Trusts and estates

Prepared by Lynn Shay, Serials Librarian  
13-Nov-08

**Bachelor of Science in Business Administration: General Business**

**Request to Implement a New Degree Program—Approval Signatures**

Program Chairperson: \_\_\_\_\_ Date: \_\_\_\_\_

College Curriculum: \_\_\_\_\_ Date: \_\_\_\_\_

College Dean: \_\_\_\_\_ Date: \_\_\_\_\_

Faculty Senate: \_\_\_\_\_ Date: \_\_\_\_\_

Provost: \_\_\_\_\_ Date: \_\_\_\_\_

President: \_\_\_\_\_ Date: \_\_\_\_\_

Board of Trustees,  
A&SA Committee: \_\_\_\_\_ Date: \_\_\_\_\_

Board of Trustees: \_\_\_\_\_ Date: \_\_\_\_\_

## New Programs—Approval and Reporting History: BSBA General Business

Approved to Explore and Plan:

Program Chair: \_\_\_\_\_ Date \_\_\_\_\_  
Dean: \_\_\_\_\_ Date \_\_\_\_\_  
Faculty Senate: \_\_\_\_\_ Date \_\_\_\_\_  
Provost: \_\_\_\_\_ Date \_\_\_\_\_  
President: \_\_\_\_\_ Date \_\_\_\_\_  
BoT A&SA Committee: \_\_\_\_\_ Date \_\_\_\_\_

Approved to Implement:

Program Chair: \_\_\_\_\_ Date \_\_\_\_\_  
Dean: \_\_\_\_\_ Date \_\_\_\_\_  
Faculty Senate: \_\_\_\_\_ Date \_\_\_\_\_  
Provost: \_\_\_\_\_ Date \_\_\_\_\_  
President: \_\_\_\_\_ Date \_\_\_\_\_  
BoT A&SA Committee: \_\_\_\_\_ Date \_\_\_\_\_  
Board of Trustees: \_\_\_\_\_ Date \_\_\_\_\_

Board of Governors Reporting and Approvals:

Bachelor's, Master's, and Specialist's Programs Reported: \_\_\_\_\_  
Doctoral Programs Submitted to BoG: \_\_\_\_\_  
Doctoral Programs Approved by BoG: \_\_\_\_\_  
Licensure Programs Approved by Legislature: \_\_\_\_\_

SACS/COC Reporting and Approvals:

Substantive Change Reported to SACS/COC: \_\_\_\_\_  
Substantive Change Acknowledged/Approved by SACS/COC: \_\_\_\_\_

Implementation and Reporting:

Term Implemented: \_\_\_\_\_  
One-Year Report Presented to Board of Trustees: \_\_\_\_\_  
Three-Year Report Presented to Board of Trustees: \_\_\_\_\_  
Five-Year Program Review Presented to Board of Trustees: \_\_\_\_\_