

MEMORANDUM
September 16, 2008

TO: Dr. Chula King
Provost

FROM: Dr. Ed Ranelli
Dean, College of Business

Dr. Arup Mukherjee
Chair, Department of Management and MIS

SUBJECT: Proposed BSBA in General Business (CIP Code 52.0101)
Request for Waiver of Request to Explore and Plan a New Degree

The College of Business respectfully requests waiver of the requirement to submit a Request to Explore and Plan for a new BSBA degree in General Business (CIP 52.0101). We understand that this request for waiver requires review by the Faculty Senate and approval by the Academic and Student Affairs Committee of the UWF Board of Trustees.

The College of Business has reviewed its undergraduate degree offerings in relation to programs available at other universities in the State University System and other Florida baccalaureate degree granting institutions, and with respect to potential interest among first-time-in-college (FTIC) and community college transfer students. The College has also examined its potential for undergraduate enrollment growth given the increasingly competitive higher education market in the region. We believe that the BSBA in General Business will be an important addition to the College's degree portfolio.

Within the State University System of Florida, the bachelor's degree in General Business is offered by Florida State University, University of South Florida, and the University of Central Florida.

Within the panhandle of Florida, several institutions offer business related degrees, but none offers the BSBA in General Business. Northwest Florida State College (Niceville) offers the Bachelor of Applied Science in Project Management. Chipola College (Marianna) offers the Bachelor of Applied Science in Business Management. Troy University Florida offers the BSBA with concentrations in Accounting, General Management, and Human Resources Management in both the Pensacola and Fort Walton Beach areas. Pensacola Christian College offers undergraduate business degrees only in the areas of Accounting, Finance, Management, and Marketing.

In the neighboring state of Alabama, the University of South Alabama offers a BSBA in General Business.

Because the curriculum for the General Business degree would use courses that are already in existence and because the faculty, library, technology, space and other resources needed to mount the program are already in place for the initial years of the program, the College respectfully requests waiver of the requirement to submit a Request to Explore and Plan a New Degree Program and, thus, proceed directly to preparing and submitting a Request to Implement a New Degree Program. Assuming that the preparation of the Request to Implement and the ensuing reviews and approvals can be accomplished in a timely manner, it is proposed that this new degree be implemented in Fall 2009 with the degree being available to students at UWF's campuses in Pensacola and Fort Walton Beach.

At the present time, College of Business students have the option to major in Accounting, Economics, Finance, Management, Management Information Systems, and Marketing. However, the world of business increasingly demands that business graduates have cross-functional abilities. The proposed degree will provide students with abilities across Management, Marketing, Economics and Finance, thus providing broad abilities in the context of modern businesses.

It is expected that offering the degree will yield a net increase in undergraduate enrollment. Although there will be some migration of students to the General Business program from the College's six existing specializations (Accounting, Economics, Finance, Management, Management Information Systems, and Marketing), it is also expected that the General Business degree will attract students who either do not wish to specialize in an area of business or have not yet decided in which area to specialize.

As is the case with the current BSBA programs, the General Business degree will be a 120 sh program, subscribe to the state-mandated Common Prerequisites, and include the College of Business Common Core.

Additionally, the College will include the General Business degree in its articulation discussions with area community and state colleges. A.A. degrees in Business are offered by Pensacola Junior College, Northwest Florida State College (Niceville), Gulf Coast Community College (Panama City), and Chipola College (Marianna).

The BSBA in General Business will fall under the College's accreditation by AACSB International.