

CPR Report Submitted!

Thank you for submitting a Comprehensive Program Review Report. Below is the information you sent on July 31, 2006. *Please note* this is a *temporary* web page and *cannot* be bookmarked. You may wish to print this page for your records. You will also receive confirmation via email.

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- 5 **Institution:** Columbus State University
- 6 **Review Status:** Non-triggered Review
- 7 **Degree level:** Bachelors
- 8 **Degree acronym:** BBA
- 9 **Degree/Major:** BBA in General Business
- 10 **CIP Code:** 52010101
- 11 **College,**
11 **School/Division:** D Abbott Turner College of Business
- 12 **Department:** Management and Marketing
- 13 **CPR Plan**
13 **followed:** Yes
- 14 **Future institutional**
14 **plans for program:** Maintain at present level
- 15 **Supplemental file:** BBA Gen Bus Exec-Sum.doc
- 16 **File Type:** MS Word
- 17 **CPR Web site:** aa.colstate.edu/assess/cprtbl.htm

EXECUTIVE SUMMARY FOR THE BACHELOR OF BUSINESS ADMINISTRATION IN GENERAL BUSINESS

Major Findings of the Program's Quality and Productivity

The following outline indicates some of the program's major strengths, areas needing improvement, and recommendations for improvement. Supporting tables, figures and charts are available upon request.

1. Program Strengths:
 - a. General – AACSB (Association for the Advancement of Collegiate Schools of Business) accreditation, endowments
 - b. Teaching –
 - All instructors in the General Business area are academically qualified by AACSB standards.
 - General Business faculty in 2004 won both the Service and Teaching awards for the college. The Service Award winner also won the university's Service Award. In addition, a General Business faculty member won the 2005 Service award.
 - Intellectual contributions of faculty members have been reviewed and approved by AACSB International.
 - Numerous orientation activities are conducted by the university and college for new faculty to help with the teaching function.
 - The college allocates professional development funds for faculty to present research in their areas of expertise at conferences. Attendance at conferences helps to keep faculty current in their fields and to create a publishing record.
 - Highest General Business program outcome scores in the college's Major-Specific Exit Exam included "Technological Competence" and "Global, Multicultural and Diversity Issues."
 - From 2001 to 2004, the average SAT Math score of General Business students has been higher than the College average during that period.
 - c. Curriculum –
 - The General Business curriculum shows a clear alignment with BBA program outcomes and the college mission.
 - Over the past several years, the college and the degrees within it have undergone intensive and extensive reviews (AACSB, SACS), which have produced continuous improvements in the curriculum.
 - Assessment is receiving increasing attention at the college, discipline, and course levels. The college has selected a member of the General Business faculty as the coordinator of assessment for the entire college.
 - Very clear degree progress sheets in (1) hall display stands and Student Services Center (2) in the published and online catalogue, and (3) in the DATCOB Student Handbook. Very clear suggested Freshman, Sophomore, Junior and Senior 1st and 2nd semester schedules.
 - Very strong enrollment in required courses, no general business courses canceled in last five years due to low enrollment.
 - d. Students –
 - Enrollment in the General Business area is strongest among new students who know that they want to be a business major but do not yet know enough to pick a specific field of business. General Business is also favored by non-traditional students who already have a job and want to finish their degree as quickly as possible to advance within their present company. The number of part-time and full-time General Business majors has averaged 32% of the BBA majors for the past 5 years. General Business degrees averaged 17% of the BBA degrees awarded for the past 5 years.

- With the status of the college enhanced through AACSB accreditation and with the large increase in personnel expected at Fort Benning, enrollment is expected to continue to increase in the General Business Major.
 - SAT scores for General Business majors are consistently above the College of Business averages. The 2001-2005 verbal mean score for General Business Majors was 486 versus 483 for the total Collage of Business.
 - Business growth in Georgia is well documented and the need for management talent is significant. Our graduates are attractive to employers because so many of them work and have had a chance to immediately apply what they have learned.
2. Program Weaknesses:
- a. Teaching –
 - Increasing enrollment will put an additional strain on the college’s ability to offer a quality undergraduate business program unless additional faculty is hired.
 - Although more attention is beginning to be paid to assessment in particular courses, few direct assessment methods are being used.
 - Lowest General Business program outcome scores in the Major-Specific Exit Exam included “Marketing interaction with other business functional areas” and “Interpersonal Skills” The General Business faculty will review the exam to make sure the questions have validity. Appropriate measures will be instituted to insure that content is covered. One method proposed is to have the Major-Specific Exit Exam questions incorporated into regular course exams for BUSA 4185, Business Strategy, instead of having the full exit exams given at the end of the term.
 - b. Curriculum –
 - Few direct methods available for program assessment.
 - Based upon best practices in other universities, program outcomes need to be reworked to become more assessable.
 - All core courses are taught every semester, but most electives only once a year.
 - MGMT 3115 Management and Organizational Behavior, MKTG 3115 Principles of Marketing and FINC 3105 Managerial Finance (survey courses) day classes are too large and we need to offer multiple sections during the day.
 - c. Students –
 - Relatively few occasions for faculty to interact with students.
 - Lack of effective tracking of students after graduation.

List of Recommendations for Improving Program Quality

3. Program Improvements:
- a. Teaching –
 - Continue to focus on hiring additional General Business faculty.
 - Continue to improve the use of course-embedded assessment.
 - b. Curriculum –
 - While a few faculty are including direct, “authentic” assessment in their courses, more can be done. An expert who comes highly recommended by AACSB International (Kathryn Martell) has been invited to campus to guide the college in its assessment efforts. The assessment coordinator has also been gathering data involving practices and attitudes about assessment among the DATCOB faculty. He has made presentations to the faculty about assessment information acquired at conferences and seminars. Interviews with individual faculty will be completed by mid-October. A report of findings will be presented to the college, and an assessment plan will follow.

- Continue to increase the rigor of the General Business require by adding required courses like the FINC 3115 Financial Analysis that was added in Spring 2005 as a requirement.
 - General Business group will meet to restate program outcomes.
 - We are publishing when electives are taught (i.e. fall or spring).
- c. Students –
- Management faculty can form professional chapters for General Business majors. (SHRM)
 - Off-campus, informal gatherings involving students and faculty would help create stronger connections among them and enhance mentoring relationships.

Conclusion about the Program's Viability at CSU

The program is Very Strong, from the standpoint of quality in its teaching and curriculum, and Satisfactory from the standpoint of its students. The program is useful as a holding place for students who want to major in business but have not yet decided on a specific discipline. The program is also useful for students who already have jobs and a record of accomplishments but need a degree to compete against other qualified candidates in their organization for promotion. Even though the number of graduates is declining as we advise students into specific majors to be more competitive for career placement, this is a no-added-cost program that is still useful and **the program should be maintained at the current level.**

Summary Recommendation and Supporting Rationale

Results of the General Business program review suggest that the program should be maintained at its current level. The program is Very Strong, from the standpoint of quality in its teaching and curriculum, and Satisfactory from the standpoint of its students. The program is useful as a holding place for students who want to major in business but have not yet decided on a specific business discipline. The program is also useful for students who already have jobs and a record of accomplishments but need a degree to compete with other qualified candidates in their organization for promotion. The number of majors and degrees awarded is declining as we advise students into specific majors more competitive for career placement, but this is a no-added-cost program that is still useful and **the program should be maintained at the current level.**