

Executive Summary for the BBA in General Business
Turner College of Business
2013-2014

Major Findings of the Program's Quality and Productivity

- The General Business major was deemed **very strong or above average** in every category except for RPG and graduation rates which were deemed **satisfactory**.
- The College of Business is accredited by AACSB and received an extension of accreditation for five years in April 2014.
- Further evidence of quality is noted in the student achievements on nationally normed tests and major field assessments.
- The overall viability of the General Business program is **very strong**.

List of Recommendations for Improving Program Quality

- Monitor curriculum to maintain currency.
- Expand experiential learning and internship opportunities.
- Provide additional training and instructional support for online course design and delivery.

List of Recommendations for Improving Program Productivity

Since RPG is only deemed satisfactory, the program improvement plan focuses primarily on improving RPG.

- Expand tutorial services to improve performance in quantitative courses, hence improving RPG.
- Target junior college and technical college transfers.
- Increase the number of students engaged in internships and international education experiences.
- Enhance classroom technology.

Conclusion about the Program's Viability at CSU

This program is viable and was deemed **very strong**.

Program Improvement Plan

Initiatives to Be Implemented

- Increase marketing of this program as an option for students seeking a business degree that is offered 100% online.
- Increase offering of online courses.
- Provide advanced training for faculty and instructional design support to improve online course delivery.
- Increase internship opportunities and out-of-class interactions for students with faculty and the local business community.
- Increase student engagement opportunities through organizations and student research to improve RPG measures.
- Solicit private support during planned comprehensive fundraising campaign to support an addition to CCT to improve program delivery.

Summary Recommendation and Supporting Rationale: *Enhance or Expand the Program.*

This program has high productivity. The graduation rate is low, however, due to the tendency of students to select general business and later change their majors to a more specific business area as they progress in the program. This is highly encouraged as the specialized business degrees are often more marketable.

The program is also highly cost effective as all of the courses offered are required in one or more of the specialized business majors.

- General business is the largest of the business majors.
- Cost per credit hour of the major is below the average for the university as a whole.
- The Major serves as the launching pad for many of the specialized business degrees.