

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

Major Findings of the Program's Quality and Productivity

- Program quality was deemed **very strong or above average** in every category except for RPG, which was deemed **average** by the University's CPR Committee.
- The overall viability of the Management program is **very strong**.
- The College of Business is accredited by AACSB and received an extension of accreditation for five years in April 2014.
- Student learning indicators are **very strong** as evidenced by student achievement on nationally normed tests and major field assessments.
- Graduation rate deemed **above average**.
- Cost per credit hour in the Management major is below the average for the university as a whole.

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 the only average rating, the program improvement plan will focus primarily on improving RPG.

- Expand tutorial services to improve performance in quantitative courses.
- 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

The program's viability is deemed *very strong and we recommend that the program be enhanced and expanded*.

Program Improvement Plan

Initiatives to Be Implemented

- 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.
- Improve course rotation and add electives.

Summary Recommendation:

This program is highly viable and the management major is a cornerstone of all business schools. Given the quality of the program, and the strong potential for continued growth in enrollment, it is recommended that the BBA degree be expanded. This recommendation is made based on the strength of the curriculum and faculty, the program's productivity and cost efficiency, and on the strong potential for continued growth in demand for the program's graduates.