


**Board of Regents**

University System of Ohio

John R. Kasich, Governor

John Carey, Chancellor

## LETTER OF INTENT

**Date of submission:** *to come*

**Name of institution:** Kent State University

**Intent:** To establish a General Business major within the Bachelor of Business Administration degree

**Primary institutional contact for this request:**

Name: Therese E. Tillett  
 Title: Director of Curriculum Services, Office of the Provost  
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**Institution type (please check all that apply):**

- Public  
 Private, non-profit  
 Out-of-state  
 For-profit

**Type of request (please check all that apply):**

- First request to the Chancellor (i.e., request for initial authorization)  
 New degree in an approved institution  
 New program within an existing degree (e.g., major, minor, concentration, etc.)  
 Certificate program  
 New licensure/endorsement area (educator preparation)  
 Other (please describe):

**Alternative Delivery Options (please check all that apply):**

- More than 50% of the program will be offered online  
 More than 50% of the program will be offered using a flexible or accelerated delivery model  
 More than 50% of program will be offered at a site different from the institution's central/main campus location  
 The program will be offered at multiple campus locations

**Date that the request was approved or will be approved by the institution's Governing Board (e.g. Board of Trustees, Board of Directors):**

Approved by the Educational Policies Council on 18 August 2014; full proposal will be reviewed/approved by the Kent State Board of Trustees at later date.

**Projected date full proposal will be submitted:** March 2015

**Projected start date of the proposed program:** Fall 2015

**1. Provide a brief description of the request.**

Kent State University's College of Business Administration offers a Business Undeclared pre-major that does not lead to a degree. The college proposes to eliminate that non-degree major in consideration of Complete College Ohio and create a General Business major within the Bachelor of Business Administration (BBA) degree. The new General Business major will serve two populations: (1) incoming students who are interested in business, but are undecided about what to declare and (2) students who left a university before earning a degree and now wish to return to complete one.

The College of Business Administration presently offers eight discipline-focused BBA degree programs: Accounting, Business Management, Computer Information Systems, Economics, Entrepreneurship, Finance, Marketing and Managerial Marketing. A General Business major will complement the current offerings while also aiding students who need a more flexible program to graduate.

**2. Explain the institution's rationale for making the request.**

The College of Business Administration is sensitive to nation-wide and state initiatives to increase the number of college graduates. Programs that do not have an ending point, such as Business Undeclared, are in direct conflict with the goals of Complete College Ohio. The college also must be mindful of the fact that many entering students have no idea of the precise business field they will pursue. The three most popular majors that incoming business students tell university administrators and faculty that they want are (1) management, (2) business and (3) accounting, in this order. Yet, Kent State does not offer a "business" major. In eliminating the Business Undeclared non-degree program, the college understands a need to offer students the option they want – a general business major that will give them the time they need to decide on the specific discipline or an advanced interdisciplinary business program from which they can graduate.

The first two years of all the college's BBA degree programs comprise the same curriculum regardless of major. Therefore, students in the General Business major can take first two years to determine if they want to continue on and graduate with that major or pursue a specialized business field in another major without delaying graduation due to missed program requirements.

Instructional delivery of the General Business major will be 50 percent online, with face-to-face on the Kent Campus for the first two years and online for last two years. The online delivery will serve students who stop out and who, when they decide to return, have little flexibility in their schedule due to full-time work, family obligations and/or location.

**3. Indicate whether additional faculty and staff will be needed to support the proposed request.**

Existing university faculty and staff can support the proposed new degree program as the curriculum for the first two years of the program are the same as the college's other BBA degree programs. Requirements for the last two years of the program will be flexible, using existing courses within the college and within the university.

- 4. Indicate whether additional administrative (e.g., admissions, financial aid, registrar, etc.) and student support services (e.g., advising, tutoring, counseling, etc.) will be needed to support the proposed request.**

The existing administrative structure will support the proposed request.

- 5. Indicate whether additional library services and resources will be needed to support the proposed request.**

No additional library services and resources will be needed.

- 6. Indicate whether additional resources (e.g., facilities, technology, etc.) will be needed to support the proposed request.**

Not additional resources listed about will be needed.

**By submission of this request, the institution acknowledges and agrees to the following:**

- The submission of the letter of intent and applicable fees initiates the review process. If a complete proposal for this request is not submitted within one year from the date of this letter, the institution must submit another letter of intent and related fees to the Chancellor of the Ohio Board of Regents.
- The institution may withdraw its request at any time. However, fees will not be returned to the institution once a full proposal has been submitted for review.
- Full proposals will not be reviewed until the institution has submitted all applicable fees to the Ohio Board of Regents.
- The Chancellor or his staff may, in their judgment, request additional information and/or modify the type of review performed as outlined in the guidelines if the following occurs during the course of the review process:
  - Previously approved institutions fail to continue to meet the Chancellor's standards;
  - The institution is sanctioned by its regional, national or specialized accreditor, or is sanctioned by another state approval/licensing agency;
  - For-profit institutions registered with the State Board of Career Colleges and Schools are sanctioned by that board; or
  - Institutions undergo a change in ownership or profit status.
- The Chancellor or his staff, in their judgment, may modify the forms used to submit requests for approval if it is determined that such changes will improve the process. If such change occurs after the institution has submitted a request, the institution may choose to either complete the process using the previous forms or resubmit its request using the new forms.
- The Chancellor, at his discretion, reserves the right to modify the review guidelines and processes in accordance with the laws and rules of the Ohio Revised Code and Ohio Administrative Code.

Respectfully,

Todd A. Diacon  
Senior Vice President for Academic Affairs and Provost  
Kent State University