



**Board of Regents**  
University System of Ohio

**John R. Kasich**, Governor  
**John Carey**, Chancellor

Request for Approval

Submitted by  
Kent State University

Establishment of a  
Bachelor of Business Administration  
Degree in  
General Business

*date to come*



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## REQUEST

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

**Name of institution:** Kent State University

**Degree/degree program title:** General Business major within Bachelor of Business Administration degree

**Primary institutional contact for the request**

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**Delivery sites:** On-ground at Kent Campus  
(optional fully online last two years of program)

**Date that the request was approved by the institution's governing board:**

Approved by the Kent State University Faculty Senate on *date to come*, and the Board of Trustees on *date to come*

**Proposed start date:** Fall 2015

**Date Institution established:** 1910

**Institution's programs:** Degree programs at the associate, bachelor's, master's, post-master's and doctoral levels; undergraduate and graduate certificates (total 325 majors in 44 degrees and 61 certificates as of fall 2014)

**Educator Preparation:**

Program leads to licensure: No  
Program leads to endorsement: No

## SECTION 1: INTRODUCTION

### 1.1 Brief summary of the request

Kent State's College of Business Administration currently 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 establish 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 either are undecided about what specialization to declare or desire a more comprehensive curriculum, and (2) students who left a university before earning a business degree and now wish to return to complete one.

The College of Business Administration presently offers eight discipline-focused BBA degree majors: 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/desire a more flexible program.

## SECTION 2: ACCREDITATION

### 2.1 Regional accreditation

Original date of accreditation:	1915
Date of last review:	2007 - 2008
Date of next review:	2014 - 2015

### 2.2 Results of the last accreditation review

Kent State University's accreditation was reaffirmed by the North Central Association Higher Learning Commission on *January date to come*.

### 2.3 Notification of appropriate agencies

The Association to Advance Collegiate Schools of Business (AACSB), the college's accrediting agency accredits degree programs (e.g., BBA, MBA, PhD), not majors. Therefore it is not necessary to notify AACSB as part of this process when adding a new major to the BBA degree.

Notification to the Higher Learning Commission is in Appendix A.

## SECTION 3: LEADERSHIP—INSTITUTION

### 3.1 Mission statement

The mission of Kent State University is to discover, create, apply and share knowledge, as well as to foster ethical and humanitarian values in the service of Ohio and the global community. As an eight-campus educational system, Kent State offers a broad array of academic programs to engage students in diverse learning environments that educate them to think critically and to expand their intellectual horizons while attaining the knowledge and skills necessary for responsible citizenship and productive careers. ([www.kent.edu/president/mission-planning](http://www.kent.edu/president/mission-planning))

### 3.2 Organizational structure

The Kent State academic organizational structure and administrative leadership and divisions organizational structure can be found at [www.kent.edu/president/organizational-charts](http://www.kent.edu/president/organizational-charts).

## SECTION 4: ACADEMIC LEADERSHIP—PROGRAM

### 4.1 Organizational structure

***Describe the organizational structure of the proposed program. In your response, indicate the unit that the program will be housed within and how that unit fits within the context of the overall institutional structure. Further, describe the reporting hierarchy of the administration, faculty and staff for the proposed program.***

The proposed General Business major will be housed in the Department of Management and Information Systems, one of five academic departments within the College of Business Administration. The other four departments are Accounting, Economics, Finance and Marketing and Entrepreneurship. Each department is led by an academic chair who reports to the dean of the college. The dean, in turn, reports to Kent State University's senior vice president for academic affairs and provost.

The Department of Management and Information Systems comprises approximately 28 full-time faculty members and administers two undergraduate majors—Business Management and Computer Information Systems—and four minors: Management, Computer Information Systems, Healthcare Systems Management and Human Resources Management. The department also administers three concentrations within the Master of Business Administration (MBA) degree: Information Systems, Human Resource Management, and Supply Chain Management. In addition, the department administers three concentrations within the PhD degree in Business Administration: Information Systems, Human Resource Management and Operations Management.

***Provide the title of the lead administrator for the proposed program and a brief description of the individual's duties and responsibilities. Include this individual's CV/resume as an appendix item.***

The title of the lead administrator for the Department of Management and Information Systems is professor and chair. The position currently is held by O. Felix Offodile, PhD. He is responsible for the day-to-day running of the department, including recording, maintaining and implementing the policies and procedures stated in the department's handbook through regular consultation with the department faculty and various committees such as the Faculty Advisory Committee. The chair provides leadership to the department and, in consultation with appropriate faculty bodies, makes administrative and policy decisions affecting the department. Dr. Offodile's curriculum vitae is attached as Appendix B.

***Describe any councils, committees or other organizations that support the development and maintenance of the proposed program. In your response, describe the individuals (by position) that comprise these entities, the terms of their appointment and the frequency of their meetings.***

The proposed degree program was approved by the Department of Management and Information Systems' Curriculum Committee, which is composed of four department tenured and tenure-track faculty and is chaired by a coordinator. The terms of office is two years, with terms staggered so that in each academic year two members continue and two new ones are elected. Elections are conducted at the end of the spring semester, and members assume office at the beginning of the fall semester. The committee meets once each month, with the option to schedule emergency meetings as necessary.

The program was also supported by the College of Business Administration's Undergraduate Curriculum Committee, which is chaired by the assistant college dean for undergraduate and assessment and composed of tenured and tenure-track faculty from each of the five departments and the assistant director for undergraduate advising in the college. The terms of office is two years, with terms staggered so that in each academic year two members continue and two new ones are elected. Elections are conducted at the end of the spring semester, and members assume office at the beginning of the fall semester. The committee meets once each month, with the option to schedule emergency meetings as necessary.

## 4.2 Program development

***Describe how the proposed program aligns with the institution's mission.***

The proposed program aligns with Kent State's mission as it will allow students to expand their "intellectual horizons" through exposure to more in-depth study in all areas of business rather than focusing on one. Organizations want individuals, particularly those at the managerial level, who can help resolve conflicts that, for example, arise because of different philosophies about spending money; i.e., an outside focus (marketing) versus an internal one. In addition, the program aligns with the university's mission in that students will be exposed to diverse learning environments (e.g., internships, student organization involvement and education abroad.)

***Indicate whether the institution performed a needs assessment/market analysis to determine a need for the program. If so, briefly describe the results of those findings. If completed, submit the full analysis as an appendix item.***

Since this generalist degree program is replacing an "undecided" pre-major in the College of Business Administration, the college reviewed current enrollment of students who are unsure of the major they want to pursue, but know that it will be focused in business. Since fall 2012, the Business Undeclared pre-major has averaged 267 students each semester. Approximately a third of the students who choose the Business Management major are undecided about their major choice (approximately 430 students for fall 2014). In addition, nearly 200 students who entered the university in fall 2014 as Exploratory (Undeclared) pre-majors selected business as the area of interest in which to declare a major.<sup>1</sup> These are the students that the General Business major will serve. The goal of the program is to provide a broad curriculum to allow students to either determine what specific business focus (e.g., accounting, marketing) in which to major or to graduate with a well-rounded business education.

The General Business major will also serve location-bound students and the almost 49.2 percent of business students who stop out prior to graduation<sup>1</sup> but eventually seek convenient ways to complete a business baccalaureate degree online. The last two years of the General Business major will comprise a well-rounded and flexible business curriculum and will be offered fully online, as well as face-to-face delivery.

Among the top 25 occupations with the most openings in the State of Ohio for which this major will prepare graduates are general and operations managers (#3), management analysts (#10), financial managers (#14), sales managers(#16) and human resource specialists (#18).<sup>2</sup>

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<sup>1</sup> Enrollment/graduation data source: Office of Research, Planning and Institutional Effectiveness.

<sup>2</sup> CareerOneStop, U.S. Department of Labor, Employment and Training Administration. Retrieved from [www.careerinfonet.org](http://www.careerinfonet.org). These are the occupations with a typical entry-level education of a bachelor's degree that are projected to have the largest number of job openings during the 2012-2022 time period.

***Indicate whether the institution consulted with advisory groups, business and industry, or other experts in the development of the proposed program. If so, briefly describe the involvement of these groups in the development of the program.***

The decision to propose this program was reached after extensive consultations with appropriate curricular and administrative bodies in the College of Business Administration (e.g., Undergraduate Curriculum Committee and the Leadership Council) and Kent State University (e.g., Educational Policies Council, Faculty Senate). Since the proposed is a generalist program to allow students to explore a wide range of business-related disciplines or to complete an unfinished degree, no specific business or industry groups were consulted.

***Indicate whether the proposed program was developed to align with the standards of a specialized or programmatic accreditation agency. If so, indicate whether the institution plans to pursue programmatic/specialized accreditation for the proposed program and provide a timeline for achieving such accreditation. If the program is already accredited, indicate the date that accreditation was achieved and provide information on the next required review.***

The General Business major aligns with the standards of the college's accreditor, the Association to Advance Collegiate Schools of Business (AACSB), International. The first two years of the program are the same as the first two years for the other BBA degree programs. All AACSB standards (faculty qualifications, admission requirements, technology resources, curricular expectations, etc.) will be followed. The AACSB accredits degrees—including the BBA, to which the proposed major attached—and not majors. Consequently, since the courses that will constitute the curriculum for this major already exist and withstood the rigorous standards of this agency, the major is by extension already accredited. The College of Business Administration was originally accredited in 1915. This accreditation has been continuously reaffirmed, with the last reaffirmation occurring in 2013, and the next review scheduled for 2018.

#### 4.3 Collaboration with other Ohio institutions

***Indicate whether any USO institutions within a 30-mile radius of your institution offers the proposed program. If so, list the institutions that offer the proposed program and provide a rationale for offering an additional program at this site.***

The University of Akron is the only school within a 30-mile radius of the Kent Campus that offers a major similar to General Business. The University of Akron's program, a BBA degree in Business Administration, is for students "who want the flexibility to choose courses that relate to interest that might not be addressed by other majors."<sup>3</sup> Differences between Kent State's proposed General Business major and University of Akron's Business Administration major include overall credit hours (120 versus 128, respectively) and GPA requirements for graduation (2.5 GPA versus 2.3 major/2.0 overall, respectively). Another major difference between the two programs is the last two years of Akron's program cannot be completed online as can be done with the proposed Kent State program.

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<sup>3</sup> University of Akron, College of Business Administration. "Get a Business Administration Bachelor of Business Administration Degree." Retrieved from [www.uakron.edu/cba/undergraduate/majors/business-administration.dot](http://www.uakron.edu/cba/undergraduate/majors/business-administration.dot).

***Indicate whether the proposed program was developed in collaboration with another institution in Ohio. If so, briefly describe the involvement of each institution in the development of this request and the delivery of the program.***

The proposed major was not developed in collaboration with any other institution in Ohio or elsewhere.

## SECTION 5: STUDENT SERVICES

### 5.1 Admissions policies and procedures

***Describe the admissions requirements for the program. In your response, highlight any differences between the admission requirements for the program and for the institution as a whole.***

The admissions policies and procedures for this major are the same or similar as for all existing College of Business Administration majors:

- **General Admission for Freshman Students:** Admission Requirements at the Kent Campus: The freshman admission policy at the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago. Visit the [Admissions website for new freshmen](#) for more information.
- **Transfer Students:** A minimum 2.500 cumulative GPA is required for admission into the College of Business Administration. Students who have previously attended Kent State and have completed COMM 15000, ENG 21011, MATH 11010 (or placement out of ENG 11011 and/or MATH 11010) must have earned a minimum C (2.00) grade in the course(or their equivalent).

***Describe the transfer credit policies for the proposed program, including the use of credit transfer review committees and the maximum number of hours that can be transferred into the program. In your response, specifically address the credit that may be transferred according to the Board of Regents' Transfer Assurance Guide (TAG) and Career Technical Credit Transfer (CT<sup>2</sup>) initiatives; and other types of transfer credit awarded toward major program requirements (e.g., AP, life experience, CLEP, portfolio).***

Kent State's Transfer Center reviews and applies transfer coursework where appropriate as determined by state policies and faculty review. Kent State's residence policy requires that transfer students complete a minimum 30 semester hours (including 9 semester hours of upper-division coursework in the major) at Kent State to be awarded a Kent State bachelor's degree.

The majority of courses in the Kent Core (general education requirements) are approved as Ohio Transfer Module courses. Credit earned through military service, Advanced Placement (AP), International Baccalaureate (IB), College Level Examination Program (CLEP) and Kent State's Credit-by-Exam is awarded for general education requirements and electives.



Business core courses (required in all the majors) are approved in the Transfer Assurance Guides (TAG). In addition, introductory business courses will be submitted in the near future for Career Technical Credit Transfer (CT<sup>2</sup>) as part of the Secondary Career-Technical Alignment Initiative.

## 5.2 Student administrative services

***Indicate whether the student administrative services (e.g., admissions, financial aid, registrar) currently available at the institution are adequate to support the program. If new or expanded services will be needed, describe the need and provide a timeline for acquiring/implementing such services.***

The student administrative services currently available at the university's Kent Campus are adequate to support the program.

## 5.3 Student academic services

***Indicate whether the student academic services (e.g., career services, counseling, tutoring, ADA) currently available at the institution are adequate to support the program. If new or expanded services will be needed, describe the need and provide a timeline for acquiring/implementing such services.***

Students in the proposed major will have the same access as other students to all Kent State University and College of Business Administrative services, including academic and career advising. Regarding career services, the College of Business Administration recently opened a Career Services Office that serves only College of Business Administration majors. This office complements similar services at the university level.

# SECTION 6: CURRICULUM

## 6.1 Introduction

***Provide a brief description of the proposed program as it would appear in the institution's catalog.***

The General Business major is for students who desire an in-depth understanding of all business areas rather than a specialized area of business, i.e., accounting, business management, computer information systems, economics, entrepreneurship, finance, and marketing. The major courses are offered face-to-face and/or online, thus enabling the flexibility for students.

## 6.2 Program goals and objectives

***Describe the goals and objectives of the proposed program. In your response, indicate how these are operationalized in the curriculum.***

The goal of the General Business major is to prepare students to:

1. Demonstrate an understanding of all facets of the business enterprise;
2. Demonstrate an understanding of the differences and interconnections between the functional areas of business;
3. Demonstrate understanding of the customer-business relationship; and
4. Demonstrate an understanding of the different roles of stakeholders.

Graduates of the General Business major will be able to:

1. Demonstrate effective management and leadership ability when given an organizational dilemma;
2. Use financial tools to create budgets, prepare financial statements and report financial position;
3. Identify and analyze global considerations that affect business decisions;
4. Analyze, interpret and use data to solve problems and make decisions ; and
5. Create and communicate value for consumers.

These goals and objectives in the curriculum are integrated into the learning outcomes in appropriate courses in the major. The department curriculum committee has the general oversight of the curriculum in the major and reviews syllabi to ensure conformance. Further, these learning outcomes are part of the assessment rubric established to fulfill the requirements of our accrediting agencies. When assessment results fall below established benchmarks steps are taken that reviews the instructors' coverage of the materials to ensure that students are adequately prepared to learn the expected outcomes.

### 6.3 Course offerings/descriptions

*Complete the following table to indicate the courses that comprise the program. Please list courses in groups by type (e.g., major core, general education, elective) and indicate if they are new or existing courses.*

Course	Cr Hrs	Major Core	Gen Ed	Elec tive	OTM TAG CTAG	New/ Existing Course	On- Ground Delivery	Online Delivery
<b>COLLEGE CORE REQUIREMENTS (51 credits)</b>								
ACCT 23020 Introduction to Financial Accounting	3				TAG	Existing	✓	✓
ACCT 23021 Introduction to Managerial Accounting	3				TAG	Existing	✓	✓
BUS 10123 Exploring Business	3					Existing	✓	✓
BUS 30061 Business Professional Practices	1					Existing	✓	✓
COMM 15000 Introduction to Human Communication <i>(fulfills Kent Core Additional)</i>	3		✓		OTM	Existing	✓	✓
ECON 22060 Principles of Microeconomics <i>(fulfills Kent Core Social Sciences)</i>	3		✓		OTM TAG	Existing	✓	✓
ECON 22061 Principles of Macroeconomics <i>(fulfills Kent Core Social Science)</i>	3		✓		OTM TAG	Existing	✓	✓
ENG 30061 Writing in Business	2					Existing	✓	✓
FIN 26074 Legal Environment of Business	3				TAG	Existing	✓	✓
FIN 36053 Business Finance	3					Existing	✓	✓
MATH 11010 Algebra for Calculus	3		✓		OTM	Existing	✓	✓
MATH 11012 Intuitive Calculus (3) <i>or</i> MATH 12002 Analytic Geometry and Calculus I (5)	3-5		✓		OTM OTM	Existing Existing	✓ ✓	✓ ✓
MIS 24053 Introduction to Computer Applications	3					Existing	✓	✓
MIS 24056 Fundamentals of Business Statistics	3					Existing	✓	✓
MIS 24163 Principles of Management	3					Existing	✓	✓
MIS 34060 Operations Management	3					Existing	✓	✓
MIS 44285 Integrated Business Policy and Strategy	3					Existing	✓	✓
MKTG 25010 Principles of Marketing	3				TAG	Existing	✓	✓
<b>MAJOR REQUIREMENTS (36 credits)</b>								
ECON 12060 Personal Finance	3	✓				Existing		✓
ENTR 27056 Introduction to Entrepreneurship	3	✓				Existing	✓	✓
FIN 36058 The Financial System	3	✓				Existing	✓	✓
MIS 44163 Global Business Management	3	✓				Existing	✓	✓

Course	Cr Hrs	Major Core	Gen Ed	Elec tive	OTM TAG CTAG	New/ Existing Course	On- Ground Delivery	Online Delivery
<b><i>Accounting Elective, select from:</i></b> ACCT 33061 Financial Reporting Issues and Analysis Department-approved ACCT major course	3	✓				Existing Existing	✓ ✓	✓ ✓
<b><i>Business Management Elective, select from:</i></b> MIS 34165 Dynamics of Leadership MIS 34180 Human Resource Management	3	✓				Existing Existing	✓ ✓	✓ ✓
<b><i>Computer Information Systems Elective, select from:</i></b> MIS 24065 Web Programming MIS 34054 Using Info Systems for Solving Business Problems	3	✓				Existing Existing	✓ ✓	✓ ✓
<b><i>Economics Elective, select from:</i></b> ECON 32025 Money, Credit and Banking ECON 42075 International Economic Relations	3	✓				Existing Existing	✓ ✓	✓ ✓
<b><i>Marketing Elective, select from:</i></b> MKTG 35056 Social Media Marketing MKTG 45046 Personal Selling Department-approved MKTG major course	3	✓				Existing Existing Existing	✓ ✓ ✓	✓ ✓ ✓
Major Electives, <i>select any remaining business courses listed above and/ or approved upper-division courses from non-business disciplines</i>	9	✓		✓		Existing	✓	✓
<b>KENT CORE / ADDITIONAL REQUIREMENTS (33 credits)</b>								
US 10097 Destination Kent State: First Year Experience	1		✓			Existing	✓	✓
Kent Core Composition	6		✓		OTM	Existing	✓	✓
Kent Core Humanities and Fine Arts	9		✓		OTM	Existing	✓	✓
Kent Core Social Sciences	3		✓		OTM	Existing	✓	✓
Kent Core Basic Sciences	6-7		✓		OTM	Existing	✓	✓
General Electives, <i>credits required depends on meeting minimum 120 credit hours and minimum 39 upper-division credit hours</i>	8			✓		Existing	✓	✓
<b>MINIMUM TOTAL</b>	<b>120</b>							

***Provide a brief description of each course in the proposed program as it would appear in the course catalog. In your response, include the name and number of the course. Submit course syllabi as appendix items.***

All courses comprising the curriculum are approved and existing to support other programs within the college and the university. Therefore, no syllabi are being submitted.

**ACCT 23020 Introduction to Financial Accounting**  
Introduction to principles of accounting as they relate to financial accounting and the preparation of financial statements.

communicative skills will be developed. Team building opportunities will be announced. This course is open to any major. This course should be taken sometime during student's first 30 semester hours.

**ACCT 23021 Introduction to Managerial Accounting**  
Introduction to principles of accounting as they relate to managerial accounting, including cost relationships.

**BUS 30061 Business Professional Practices**  
The purpose of this course is to help students develop appropriate approaches to oral communications given organizational cultures and hierarchies, proper business etiquette (regarding dress, dining and behaviors) and other professional business acumen. This course is linked with ENG 30061. Therefore, students must be registered for the matching section of ENG 30061.

**ACCT 33061 Financial Reporting Issues and Analysis**  
Issues relative to the balance sheet, income statement and cash flow statement. Topics include assets, liabilities, owner's equity, revenue recognition, EPS, deferred taxes and pensions. Cannot be counted towards accounting major.

**COMM 15000 Introduction to Human Communication**

**BUS 10123 Exploring Business**  
An introduction to the basic areas of business with an integrated perspective on how the various areas work together. Technological competencies and

An inquiry into the nature and function of human communication in interpersonal, group and public contexts.

**ECON 12060 Personal Finance**

Examines economic issues and problems of everyday life. Goal is to enable individuals to analyze their personal finances in order to learn how to get the most out of their income, increase income through a better understanding of possible investments, and protect what they have through selecting appropriate insurance. Topics covered include budgeting and financial planning, federal income taxes, insurance, borrowing, and investment principles and strategies.

**ECON 22060 Principles of Microeconomics**

Principles and policies affecting prices, including factor incomes, under alternative market structures. Tools developed to examine social problems, including poverty, crime, pollution and international relations.

**ECON 22061 Principles of Macroeconomics**

Principles and policies affecting aggregate production, consumption, investment and government expenditures. Includes role of money, the banking system, inflation, unemployment and economic growth.

**ECON 32025 Money, Credit and Banking**

Organization of our money, credit and banking system principles and problems of monetary policy. Not open to students who have completed ECON 32030.

**ECON 42075 International Economics Relations**

Principles, problems and policies of international economic relations with extensive references to the United States, Western Europe, Latin America and former communist countries. Covers international aspects of interdependency, cooperation and multinational institutions.

**ENG 30061 Writing in Business**

Introduces students to writing practices in business settings, helping students to understand several of the ways that business writing differs from academic writing. Students learn practical skills related to addressing audience expectations relative to the purpose of the message, applying appropriate formats to business documents, integrating graphics commonly used in business documents, and using principles of rhetoric to convey a message effectively and concisely.

**ENTR 27056 Introduction to Entrepreneurship**

The study of the entrepreneurial process from conception to birth of a new venture. This includes attributes of successful entrepreneurs, opportunity recognition, innovation, venture screening, risk assessment, risk tolerance, identification of resources and business planning to learn how to turn opportunities into viable business.

**FIN 26074 Legal Environment of Business**

Coverage of the nature, structure and significance of the legal and regulatory areas which confront business, with special emphasis on business ethics environmental and international issues.

**FIN 36053 Business Finance**

Analysis of financial decisions in business enterprise and interface of firm with capital markets.

**FIN 36058 The Financial System**

Analysis of financial markets and institutions emphasizing current issues, regulatory aspects and management concerns.

**MATH 11010 Algebra for Calculus**

Study of elementary functions and graphs, including polynomial, exponential and logarithmic functions, complex numbers; conic sections; arithmetic and geometric sequences. No credit earned for this course if student earned credit for MATH 11011 or 12001.

**MATH 11012 Intuitive Calculus**

Designed to give an overview of differential and integral calculus to business and life-science majors. Does not include trigonometric functions. No credit earned for this course if student earned credit for MATH 12002.

**MATH 12002 Analytic Geometry and Calculus I**

Concepts of limit, continuity and derivative, and the indefinite and definite integral for functions of one real variable. Maximization, related rates, fundamental theorem of calculus. No credit earned for this course if student earned credit for MATH 12011 and 12012.

**MIS 24053 Introduction to Computer Applications**

Develop competency in the operation of contemporary software and hardware applications. To develop an appreciation for the contribution of computers, software and the Internet to society.

**MIS 24056 Fundamentals of Business Statistics**

Introduction to concepts in statistical methods and their applications to real world problems. Examines both the theoretical and practical side of the different methods.

**MIS 24065 Web Programming**

Principles of visual design as applied to Web site interface development. The course exposes students to the basics of programming and relational database and how to develop a Web-based database driven interactive information system.

### **MIS 24163 Principles of Management**

Introductory course in management and organizational design. The leading contributions in the area are reviewed and practical implications are developed. The course covers the principles that most management professors have come to expect in an introductory course: planning, organizing, leading, and controlling. In addition, the students need to be aware of critical issues managers must be aware of to succeed: diversity, globalization, ethics, technology, among them. The course serves as an introduction to many upper level business courses.

### **MIS 34054 Using Information Systems for Solving Business Problems**

Examine key concepts about information systems that are relevant for business managers. The focus will be on promoting an understanding of the use of IS in solving business problems. There will also be hands-on assignments.

### **MIS 34060 Operations Management**

A survey course in operations management that covers the managerial concepts and the quantitative tools used in the design, planning operation and control of operations systems.

### **MIS 34165 Dynamics of Leadership**

This course discusses management and leadership concepts and does so by blending theory and practice. Cases studies, practical application approaches, personal assessment and opportunities to develop individual and group leadership skills are possible. In addition, many organizational behavior concepts are blended throughout the course. Students that have already passed MIS 34175 will not receive graduation credit for MIS 34165.

### **MIS 34180 Human Resources Management**

Focuses on the importance of the management of human resources for any organization, its employees, customers, shareholders, and the community where it is located. The topic helps students understand the important issues that derive from managing people at work and the changing environment organizations face. Students will learn the integral role human resources management plays to the success or failure of an organization. Both practical and theoretical perspectives are presented.

### **MIS 44163 Global Business Management**

Provides an overview of contemporary issues and theoretical frameworks in the field of international strategic management using traditional lecture and practical application cases.

### **MIS 44285 Integrated Business Policy and Strategy**

Integration of the functional areas of business in the formulation and implementation of policy. Projects and case analyses of business situations provide students with the opportunity to apply analytical and creative problem solving skills.

### **MKTG 25010 Principles of Marketing**

An overview of the processes, activities, and problems associated with the conception, planning, and execution of the pricing, promotion, and distribution of ideas, goods and services to create exchange values in the market. Offered both as an in-class and online course.

### **MKTG 35056 Social Media Marketing**

Explore the various opportunities and risks that social media marketing holds for firms. During the course students will learn about topics such as social media's effect on marketing, creating and managing brand presences on social media, creating and marketing a branded viral video, identifying online influencers, analyzing.

### **MKTG 45046 Personal Selling**

Introduces students to effective communication, successful selling and persuasion techniques, building customer relationships, ethics, the buying and selling process, and developing professional sales calls.

### **US 10097 Destination Kent State: First Year Experience**

Assists student in making a successful academic transition to the university through experiential or intellectually engaging discipline-based content. Required of all first year students. Not required of transfer students with 25 or more credit hours.

## **6.4 Program sequence**

***Provide the intended/ideal sequence to complete the program in the table below. An example is provided. Add additional time periods as needed.***

A semester-by-semester sequencing (aka “roadmap”) is provided as Appendix C.

### 6.5 Alternative delivery options (please check all that apply):

- More than 50% of the program will be offered using a fully online delivery model
- More than 50% of the program will be offered using a hybrid/blended delivery model
- More than 50% of the program will be offered using a flexible or accelerated delivery model

### 6.6 Off-site program components (please check all that apply):

- Co-op/Internship/Externship
- Student Teaching
- Other
- Field Placement
- Clinical Practicum

As part of the requirements for any baccalaureate at Kent State, all students must satisfy an experiential learning requirement, which may be fulfilled through by a course, a component of a course or a non-credit paid or unpaid experience on or off campus. An experiential learning activity may fall into one or more of the following categories: research, civic engagement, study away/abroad, practical experiences or creative/artistic activities. Visit the ELR website at [www.kent.edu/catalog/2014/info/courseinformation/elr](http://www.kent.edu/catalog/2014/info/courseinformation/elr) for more information.

## SECTION 7: ASSESSMENT AND EVALUATION

### 7.1 Program assessment

***Describe the policies and procedures in place to assess and evaluate the proposed program. In your response, include the following: name of the unit/position responsible for directing assessment efforts; description of any committees or groups that assist the unit; description of the measurements used; frequency of data collection; frequency of data sharing; and how the results are used to inform the institution and the program.***

The proposed program will be assessed and evaluated through the College of Business Administration's assurance of learning process, which is used for other undergraduate programs in the college. Student outcomes are examined in the capstone course (MIS 44285 Integrated Business Policy and Strategy) using the metrics developed for this process. The Department of Management and Information Systems is responsible for directing assessment efforts for the proposed General Business major. The department's Undergraduate Curriculum Committee and Faculty Advisory Committee, as well as the assistant college dean and college's Undergraduate Curriculum Committee, will assist in this effort.

Various outcomes such as writing and communication effectiveness, leadership skills, knowledge of global markets and ethical decision-making will be used to assess the goals and objectives listed in Section 6.2. Some of the data on these metrics will be collected every other spring and fall semesters of alternate years to measure how well students are performing in comparison with expected outcomes. For example, if the expectation is that at least 80 percent of students in the program should be able to demonstrate effective leadership skills, then the data should be able to reveal how well this measure is being met.

Data from the program assessment will be shared with all faculty members teaching the particular subject area immediately after it is collected so that corrective action could be taken in time for the next assessment period. Data will be shared with the college-wide Curriculum Committee during the yearly reporting cycle.

Results from the program assessment will be benchmarked against established metrics for that purpose. While results below established metrics provide opportunity for improvements in the course syllabi, coverage and delivery methods, those that are continuously above the metrics could provide opportunities for revising the metrics and benchmarks.

## 7.2 Measuring student success

***Describe the policies and procedures in place to measure individual student success in the proposed program. In your response, include the following: name of the unit/position responsible for directing these efforts; description of any committees or groups that assist the unit; description of the measurements used; frequency of data collection; frequency of data sharing; how the results are used to inform the student as they progress through the program; and initiatives used to track student success after program completion.***

Student success in the proposed General Business major will be measured through the College of Business Administration's assurance of learning process, which is used for other undergraduate programs in the college. The Department of Management and Information Systems is responsible for directing assessment efforts for the proposed General Business major. The department's Undergraduate Curriculum Committee and Faculty Advisory Committee, as well as the assistant college dean and college's Undergraduate Curriculum Committee, will assist in this effort.

Various outcomes such as writing and communication effectiveness, leadership skills, knowledge of global markets and ethical decision-making will be used to assess the goals and objectives listed in Section 6.2. Some of the data on these metrics will be collected every other spring and fall semesters of alternate years to measure how well students are performing in comparison with expected outcomes. For example, if the expectation is that at least 80 percent of students in the program should be able to demonstrate effective leadership skills, then the data should be able to reveal how well this measure is being met.

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Results from the program assessment will be benchmarked against established metrics for that purpose. While results below established metrics provide opportunity for improvements in the course syllabi, coverage and delivery methods, those that are continuously above the metrics could provide opportunities for revising the metrics and benchmarks.

In the past year, the college has established the Career Services Office, exclusive to majors offered in the college, including the proposed General Business major. Also, Kent State University has similar career advising programs, which the Career Services Office complements, for all majors in the university, including the Career Services Center.

The Kent State Office of Alumni Relations, the College of Business Administration's Career Service Offices and the Department of Management and Information Systems' Center for Information Systems track graduates through regular surveys.

Information from these surveys provides data on demographics, employment and successes of graduates, which aid the department in assessing the impact of the academic programs for both graduates and the community. Additionally, the department frequently asks graduates of its programs back to campus as guest presenters to share their experiences with current students as to how their education has helped them in the workplace. Such feedback in turn provides continuous improvement opportunities that inform our curricular revisions.

## SECTION 8: FACULTY

### 8.1 Faculty appointment policies

***Describe the faculty designations available (e.g., professor, associate professor, adjunct, instructor, clinical) for the proposed program's faculty. In your response, define/describe the differences between the designations.***

Kent State University uses three faculty tracks: “tenure track,” “non-tenure track” and “adjunct” to deliver instruction to its programs. Tenure-track and non-tenure-track faculty are full-time employees of the university, while adjunct faculty are part time and are employed as needed. Further, tenure-track faculty must have earned a terminal degree in their discipline (e.g., PhD). While a terminal degree is not required for non-tenure track and adjunct faculty members, it is preferred because it may allow them to teach at any academic level (undergraduate and graduate), especially if they also meet an accrediting agency’s standards for teaching at those levels.

Finally, ranks within each faculty track vary. At initial hire, tenure-track faculty members hold the rank of assistant professor; through teaching and research accomplishments the faculty member may be promoted to associate professor and, eventually, full professor. Conversely, non-tenure-track faculty members hold the ranks of lecturer, associate lecturer and senior lecturer. However, if they have earned a terminal degree, they are hired as assistant professor and advance through the ranks as do tenure-track faculty members.

***Describe the credentialing requirements for faculty who will be teaching in the program (e.g., degree requirements, special certifications or licenses, experience).***

Credentialing requirements for faculty who will be teaching in the program are the same as those for College of Business Administration’s existing degree programs. These faculty members are already teaching the courses required for the General Business major, and fall into one of the categories discussed earlier. At a minimum, the faculty members teaching in the program will have a master’s level degree.

***Describe the institution's load/overload policy for faculty teaching in proposed program.***

The load policy for faculty teaching in the proposed program is the same for those teaching in other programs at the university. According to Kent State University policies, a full-time tenure-track faculty member is to be given 24 credit hours, while non-tenure track faculty members shall be given 30 credit hours of workload every academic year, including equivalences for research, administration and other activities. Any load beyond these is to be compensated as overtime/overload.



***Indicate whether the institution will need to identify additional faculty to begin the proposed program. If additional faculty members are needed, describe the appointment process and provide a timeline for hiring such individuals.***

Since the curriculum of the General Business major will comprise existing courses regularly offered in other college and university programs, current faculty resources are sufficient to begin the program.

## 8.2 Program faculty

***Provide the number of existing faculty members available to teach in the program.***

Full time: 40\*                      Less than full time: 12\*

\*These figures account for faculty teaching major coursework in the program.

***Provide an estimate of the number of faculty members to be added during the first two years of program operation.***

Full-time: 0                      Less than full-time: 0

## 8.3 Expectations for professional development/scholarship

***Describe the institution's general expectations for professional development/scholarship activities by the proposed program's faculty. In your response, describe any differences in the expectations for tenure-track vs. non tenure-track faculty and for full-time vs. part-time faculty. Indicate the financial support provided for such activities. Include a faculty handbook outlining the expectations and documenting support as an appendix item.***

To be current in their respective fields, all faculty in the College of Business Administration are expected to engage in scholarship activities such as publishing refereed journal articles and proceedings; authoring, editing and contributing to book chapters and books; consulting; attending academic and teaching seminars; and making professional presentations. Each faculty member is required to have engaged in these activities substantially within the most recent five-year period. Full time faculty members are given workload equivalencies and a budget amount every academic year that allows them to engage in these activities.

Expectations for engagement in these activities are different depending on the faculty member's designation and the level of our program in which she/he teaches. For more detail on these expectations please see the document attached as Appendix D.

## 8.4 Faculty matrix

***Complete a faculty matrix for the proposed program. A faculty member must be identified for each course that is a required component of the curriculum. If a faculty member has not yet been identified for a course, indicate that as an "open position" and describe the necessary qualifications in the matrix (as shown in the example below). A copy of each faculty member's CV must be included as an appendix item.***

See Appendix E for faculty matrix.

## SECTION 9: LIBRARY RESOURCES AND INFORMATION LITERACY

### 9.1 Library resources

*Describe the involvement of a professional librarian in the planning for the program (e.g., determining adequacy of current resources, working with faculty to determine the need for additional resources, setting the budget for additional library resources/services needed for the program).*

Kent State's business subject librarian works with the department chair and a library representative for each department in the College of Business Administration to create awareness of library services and programs and to build library collections appropriate to the curriculum of the department. Subject librarians have three major responsibilities:

1. Assist in effectively and appropriately expending the academic unit's library collection allocation;
2. Provide reference and research assistance at the reference desk and through one-on-one consultations with faculty, students and staff; and
3. Provide instructional support by collaborating with teaching faculty to articulate information literacy-based learning objectives in the curriculum.

*Describe the library resources in place to support the proposed program (e.g., print, digital, collections, consortia, memberships).*

The following library resources are already in place for the proposed General Business major:

**Monographs.** Most monographs in the disciplines related to business administration are automatically acquired through an approval plan with YBP Library Services. Acquisition profiles are developed for each of the primary academic fields related to departments in the College of Business Administration: accounting, economics, finance, management and information systems and marketing and entrepreneurship. The profiles are reviewed and modified as needed, annually. In addition, the annual firm order acquisition budget for the each department allows for the purchase of additional materials selected by the business librarian or requested by College of Business Administration faculty.

**Journals.** Journals are available in both print and electronic formats, with an increasing emphasis on electronic access as many database vendors increase their full-text content and linking capabilities. Where a specific journal is not available in the Collection, users are encouraged to request a copy of the necessary material through the interlibrary loan program. The Article E-Delivery Service is excellent is promoted to students in library orientations.

**Electronic Resources.** Students and faculty in the College of Business Administration rely heavily on journals, major reference works and databases to conduct research and complete assignments. However, it is important to note that research and study in the field of business administration is an interdisciplinary process. Students and faculty in the college benefit from additional library collection development in the areas of technology, education, psychology, communications, sociology, political science, computer science, public health and nutrition, as well as government documents. See next page for a list of some of the major electronic resources available primarily for business research. Most of the online databases are made available to users, both on and off-campus, through University Library subscriptions and OHIOlink, a state-wide initiative to provide access to electronic resources.

### **Business and Economics Articles**

Academic Search Complete  
Business Source Complete  
Communication and Mass Media Complete  
EconLit  
Economía y Negocios (*Spanish Language Business Source*)  
Entrepreneurial Studies Source  
Human Resource Abstracts  
Insurance Periodicals Index  
JSTOR  
Legal Collection  
Lexis Nexis Academic  
National Bureau of Economic Research (NBER)  
Working Papers  
SPORTDiscus  
Vente et Gestion (*French Language Business Source*)

### **Finance and Accounting**

Audit Analytics  
Mergent Manuals  
RIA Checkpoint  
Standard & Poor's NetAdvantage

### **Company and Industry Profiles**

Business Source Complete – Marketline Reports  
IBISWorld  
International Directory of Company Histories  
Standard & Poors NetAdvantage – Industry Surveys  
Lexis Nexis Company Dossier  
Ward's Business Directory of U.S. Private and Public Companies  
WestlawNext – Hoover's Company Profiles

### **Markets and Marketing**

Advertising Age Research Center  
Gale Directory of Publications and Broadcast Media  
Gartner Group Research Reports  
Mintel Market Research Reports  
Simmons OneView  
Social Explorer  
SRDS Media Solutions  
Statistical Abstracts of the United States

### **International Business Resources**

International Financial Statistics Online  
Lexis Nexis Country Profiles  
Political Handbook of the World  
Polling the Nations  
World Development Report Online

### **Technology Resources**

Access Science  
Computers & Applied Sciences Complete  
Environment Complete  
GreenFILE  
InSpec  
LexisNexis Academic (*for patent searching*)  
Science Database  
Science Online

### **Business News**

Factiva  
Lexis Nexis Academic  
Newspaper Source  
Regional Business News

### **Other Useful Databases**

Inter-university Consortium for Political and Social Research (ICPSR)  
Encyclopedia of Associations – International  
Encyclopedia of Associations – National  
Encyclopedia of Associations – Regional, State & Local  
Vocational and Career Collection

### **Wharton Research Data Service (WRDS) Data Sets**

Audit Analytics  
Bank Regulatory Database  
Blockholders  
Center for Research in Security Prices (CRSP)  
Chicago Board Options Exchange (CBOE) Volatility Index  
Compustat North America  
CUSIP Service Bureau (*Security ID Procedures*)  
Direct Marketing Educational Foundation (DMEF) Academic  
Dow Jones Averages & Total Return Indexes: The Dow Jones Averages  
Fama-French Portfolios & Liquidity Factors  
Federal Deposit Insurance Corporation (FDIC)  
Federal Reserve Bank Reports  
I/B/E/S (*Institutional Brokers Estimate Service*)  
Penn World Tables  
Philadelphia Stock Exchange  
Riskmetrics  
SEC-mandated Disclosure of Order Execution Statistics  
Thomson Reuters  
Trade Reporting and Compliance Engine (TRACE)

OhioLINK provides access to nearly 50 million library items statewide, encompassing a spectrum of library material including law, medical and special collections. The OhioLINK Library Catalog contains more than 13 million unique titles from its 91 member libraries. Students, faculty, staff, and card holders from participating public libraries can use the OhioLINK Library Catalog to find and request materials online, then pick them up two to three days later at the participating library of their choice. Users can renew books online and keep them for up to 21 weeks (students, staff) or 42 weeks (faculty).

***Describe any additional library resources that will be needed to support the request and provide a timeline for acquiring/implementing such services. Where possible, provide a list of the specific resources that the institution intends to acquire, the collaborative arrangements it intends to pursue, and monetary amounts the institution will dedicate to the library budget to support and maintain the proposed program.***

The information resources and services of the Kent State University Library adequately support the research and curricular requirements proposed BBA degree in General Business. No additional library resources will be needed in support of this program

## 9.2 Information literacy

***Describe the institution's intent to incorporate library orientation and/or information literacy into the proposed program. In your response, describe any initiatives (e.g., seminars, workshops, orientations, etc.) that the institution uses or intends to use for faculty and students in the program.***

The university's business subject librarian presents a basic orientation to the library resources and services in every section of BUS 10123 Exploring Business, required in every undergraduate major in the College of Business Administration. This orientation helps students locate reference materials, scholarly books and journals, business trade journals and appropriate web sites. The business subject librarian also presents techniques for evaluating information quality in the orientation. In addition, at the invitation of course instructors, the librarian for business and entrepreneurship outreach conducts classroom instruction where content is tailored to course or project-specific research.

# SECTION 10: BUDGET, RESOURCES, AND FACILITIES

## 10.1 Resources and facilities

***Describe additional resources (e.g., classrooms, laboratories, technology, etc.) that will be needed to support the proposed program and provide a timeline for acquiring/implementing such resources.***

No additional resources will be needed to support the proposed program as the faculty and curriculum for the General Business major are already in place. The courses in the proposed major are delivered for other majors currently offered within the College of Business Administration.

## 10.2 Budget/financial planning

*Complete the table on the following page to describe the financial plan/budget for the first three years of program operation.*

### Fiscal Impact Statement for New Degree Programs

	Year 1	Year 2	Year 3	Year 4
<b>I. Projected Enrollment</b>				
Headcount full time	150.00	275.00	366.00	421.00
Headcount part time	19.00	43.00	75.00	125.00
Full-time equivalent (FTE) enrollment	11.27	21.20	29.40	36.40
<b>II. Projected Program Income</b>				
Tuition (paid by student or sponsor)	\$927,604	\$1,724,355	\$2,346,635	\$2,811,891
Expected state subsidy	\$85,114	\$148,565	\$259,125	\$431,875
Externally funded stipends, as applicable	0	0	0	0
Other income	\$23,925	\$44,475	\$60,525	\$72,525
<b>Total Projected Program Income</b>	<b>\$1036,643</b>	<b>\$1,917,395</b>	<b>\$2,666,285</b>	<b>\$3,316,291</b>
<b>III. Program Expenses</b>				
Instruction (technical, professional, general education)				
Full time: <b>0</b>	0	0	0	0
Part time: <b>0</b>	0	0	0	0
Non-instruction				
Full time: <b>1 (instructional designer)</b>	\$72,288	0	0	0
Part time: <b>0</b>	0	0	0	0
New facilities/building/space renovation	0	0	0	0
Scholarship/stipend support	0	0	0	0
Additional library resources	0	0	0	0
Additional technology or equipment needs	0	0	0	0
Other expenses	0	0	0	0
<b>Total Projected Expense</b>	<b>\$72,288</b>	<b>0</b>	<b>0</b>	<b>0</b>

#### Budget Narrative:

*Use narrative to provide additional information as needed based on responses above.*

The number of full-time students for year one was based on the following:

- An average of the number of students who declared the pre-major (for the last three years)
- Approximately a third of the students who choose the Business Management major are undecided about their major choice

The number of part-time students for year one is 10 percent of the students who drop out.

An 80 percent retention rate was used to compute freshman to sophomore year numbers, a 7 percent retention rate from sophomore to junior year, and a 67 percent retention rate for junior to senior year. Additionally, an estimate of the number of new students was made for year two, three and four based on marketing efforts.

“Other income” includes program fees and distance learning course fees.

## APPENDICES

### Appendix Description

- A Notification to Higher Learning Commission
- B CV for Management and Information Systems Department Chair O. Felix Offodile
- C Semester-by-semester sequence (“roadmap”) of the curriculum
- D Expectations for faculty professional development engagement
- E Faculty matrix

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Kent State University is committed to continual support of the delivery of the General Business major within the Bachelor of Business Administration degree. If Kent State decides in the future to close the program, the university will provide the necessary resources and means for matriculated students in the program to complete their degree.

Kent State University verifies that the information in the application is truthful and accurate.

Respectfully,

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