

## **Bachelor of Business Administration Basic Program Information**

1. *Proposing institution:* University of Kansas School of Business
2. *Title of proposed program:* Bachelor of Business Administration
3. *Degree to be offered:* Bachelor of Business Administration
4. *Anticipated date of implementation:* Fall 2010
5. *Responsible department:* School of Business
6. *Center for education statistics code:* **52.0101**

### **Program Proposal Narrative**

#### **A. Program Need and Student Characteristics.**

##### 1) Overview the Program and Relation to the KU School of Business Mission

The proposed Bachelor of Business Administration (BBA) degree is a degree completion program to be offered at the Edwards Campus. It is a general business degree consisting of 39 hours of upper division level business courses covering the various functional areas of business, such as finance, marketing and management.

The degree is intended to serve a target audience of Johnson County residents who are working adults, have 60 or more credit hours of pre-business and general education courses, and seek to attain a business degree through part-time study. The curriculum is designed to complement the experiences of working adults who will benefit from general management skills and competencies. As opposed to the existing Bachelor of Science in Business Administration (BSBA) degree offered by the School of Business, the proposed new program is not designed to develop specific technical or analytical competencies within functional areas of business.

This program is consistent with the School's mission "to prepare students for careers in the practice of business and management." The proposed program will allow the School to serve a particular group of potential students who cannot be easily served by the School's existing undergraduate program. The existing program requires calculus and calculus-based statistics of all students. This level of math is necessary in the existing program to support the curriculum for the accounting, finance, marketing and supply chain management majors. This level of math is not necessary, however, to support the development of the general business and management competencies that are in demand among working adults seeking a business degree. Other business degrees frequently require less rigorous preparation in mathematics than the requirements of the School's BSBA degree. The School's MBA (Masters of Business Administration) program, as well as nearly all MBA programs, does not require calculus or calculus-based statistics. Similar to the proposed BBA degree, MBA programs are designed to develop general business competencies among experienced adults who have already completed undergraduate degrees in technical and non-technical areas of study.

##### 2) Student Demand

The proposed program was developed in response to the identified and approved funding for an undergraduate business program through the Johnson County Education and Research Triangle initiative. As part of the Triangle proposal process, the KU Edwards Campus conducted significant research and numerous surveys of the surrounding community to gauge the level of interest among voters, area businesses and potential students for degree completion programs. Each of the studies found that among those respondents who fit the demographic characteristics of a potential undergrad degree completion student, business ranked as the degree-completion program in highest demand. The research also demonstrated that the most important factor influencing a student's choice of university was the availability of their program or degree of interest.

Below is a summary of the survey results:

- A bachelor's degree in business was the overwhelming program of highest interest among those prospective students in Johnson County who were "very" or "somewhat" likely to go to/return to school within the next three to five years. 50% of respondents were "very" or "somewhat" interested in a business degree. (Source: DeSieghardt Communications, Johnson County Education and Research Triangle Research, January 2008)
- 76% of prospective students surveyed were "very" or "somewhat" interested in a business program, followed by organizational behavior (61%) and education (57%). Note that organizational behavior is a general business related program. (Source: DeSieghardt Communications, Crosstab Analysis, November 2004).
- When asked if a particular program would be in a prospective students current field of study the top three programs mentioned were; business (53%), developmental psychology (11%), and education (11%). (Source: DeSieghardt Communications, Crosstab Analysis, November 2004)
- In interviews with community college professionals, the two most significant areas of need for new academic programs for the KU Edwards Campus were business and education. (Source: Fresh Perspective Research for KU Edwards Campus, May 2004.)
- The following majors were considered most attractive to potential students in a 2001 survey: business (32%), education (19%), and liberal arts (18%). (Source NKH&W, Undergrad Program Research, October, 2001.)

Because of these indicators of student demand, an undergraduate business degree completion program was the lead program in the information provided to Johnson County voters regarding the Research Triangle initiative.

The program is expected to admit 50 students per year, with students taking three to four years to complete. In steady state, the program is designed to serve ongoing enrollment of approximately 200 students.

### 3) Demand for Graduates of the Program

Graduates of business programs are consistently in high demand. Over the last two years, graduates from the various KU School of Business programs were employed at the time of graduation at rates varying from 60 to 75 percent (*KU School of Business Business Career Services Center Annual Report 2007-2008*). Demand for the graduates of the proposed program should be no different. Since most of these students will already be employed, much of the placement is likely to be in the form of enhanced career opportunities within their current place of employment, or through job searches that take place while they are working. Johnson County is a particularly high employment growth area in the State, and requires an increasing pool of management talent to support the needs of the growing business environment.

The members of the advisory boards of the KU Edwards Campus and the Workforce Development represent leading businesses among Kansas City and Johnson County industry. These boards played important roles in developing the programs that were part of Johnson County Education and Research Triangle Research initiative, the lead program being the proposed new degree program.

### 4) Locational and Comparative Advantages of this Program

The proposed program responds to the funded request of the voters of Johnson County for an undergraduate business degree completion program to be delivered at the KU Edwards Campus. Furthermore, the program responds to the unique needs of the working adult student. While the proposed program is similar to undergraduate business degrees offered at other Regent universities, a new program is needed to serve a student profile in a specific geographic location that is currently not served by the existing programs. The curriculum of the proposed program is differentiated from the existing B.S. in Business Administration currently offered at KU (Lawrence Campus) by including non-calculus based math and statistics requirements and is, therefore, better suited for the expected adult/working students.

The KU School of Business has delivered a part-time MBA program in Kansas City and at the Edwards Campus for over 20 years. The faculty and administration of the School of Business have extensive experience in serving the part-time students at the Edwards Campus. The School has long considered proposing an undergraduate program for delivery at the Edwards Campus, but did not do so previously because of a lack of identified source of funding. However, the School was glad to develop a draft program over five years ago to help assist with development of a plan for the Triangle initiative.

### 5) Characteristics of the Students in the Bachelor of Business Administration Program

Admissions to the program requires 60 credit hours of pre-business and general education coursework with a minimum GPA of 2.5. Based on surveys and other indicators of demand, the program is expected to attract experienced and working adult students who have associate degrees or the equivalent amount of coursework from community and four-year colleges. The general business orientation of the curriculum and the fact that courses will be delivered during late afternoons and evenings is intended to respond to the needs of this group of potential students.

Students are admitted to the existing School of Business undergraduate program as juniors. Students are required to complete an application and submit a professional resume for review by an admissions committee. Admissions decisions are based on overall GPA, performance in pre-business requirements, and availability of spaces in the required core courses. Transfer students from community and four-year colleges also apply directly to the School after completing the lower division requirements.

The process for admission to the BBA program will be similar to that used for transfer students to the existing program. Applicants will submit an application, professional resume and transcript of prior college coursework. During the startup of the program, admissions decisions will be made on a rolling basis. Once the program approaches capacity, then applications deadlines will be established and admissions decisions will be made during the fall and spring semesters.

## **B. Curriculum of the Bachelor of Business Administration Degree**

This degree is designed for those who seek a broad interdisciplinary approach to business life and culture. Discovering solutions to complex problems in a globalized marketplace requires a multi-disciplinary and integrated approach. The degree combines the resources of all of the functional areas of business to prepare students for a variety of job markets and career paths. The program provides a comprehensive, integrative approach to the understanding of business problems and opportunities. Students will be equipped with the skills, attitudes and flexibility of mind needed to be competitive in a global marketplace. Such students – indeed all students – can expect to live in a dynamic world where a series of career changes over a lifetime is most probable and where change and the unknown are inevitable. In such a world, proficiency in a number of related disciplines becomes a survival tool.

Creativity is enhanced by knowledge of related disciplines and new insights are gained by applying the methods of one discipline to another. The purpose of this program is to provide today's students and tomorrow's citizens with the academic tools and interdisciplinary perspective that will allow them to prosper in such a business environment. The courses in Entrepreneurship, International Business, Project Management, Supply Chain Management and Strategy, all provide significant learning and experiential opportunities to integrate and apply the knowledge acquired in the various functional areas to real business problems.

The curriculum for the BBA is as follows:

- i) The Bachelor of Business Administration consists of the following coursework.

Required Core Courses – 24 credit hours:

- BBA 301 – Managerial Economics – 3 credits
- BBA 302 – Legal Aspects of Business – 3 credits
- BBA 303 – Organizational Behavior – 3 credits
- BBA 304 – Marketing – 3 credits
- BBA 305 – Management Science & Operations Management – 3 credits
- BBA 306 – Finance – 3 credits
- BBA 307 - Introduction to International Business – 3 credits
- BBA 308 – Business Policy and Strategy - 3 credits

### Advanced Business Courses – 15 credit hours:

Students are required to take 15 hours of advanced business electives, such as the courses listed below. These offering of electives will be adjusted over time as needed to ensure that student and marketplace needs are being met.

- BBA 40x – Project Management – 3 credits
- BBA 41x - Marketing Management and Strategy – 3 credits
- BBA 41x – Human Resources Management – 3 credits
- BBA 41x – Ethical Decision Making in Business – 3 credits
- BBA 41x – Entrepreneurship – 3 credit
- BBA 41x – Supply Chain Management – 3 credits
- BBA 41x – Finance elective – 3 credits
- BBA 41x – IST elective – 3 credits

Course descriptions - see Appendix A.

### ii) Additional Graduation Requirements

The following courses must be completed prior to graduation but not necessarily prior to admission into the BBA program.

- English/Communications: ENGL 200 or higher or COMS 130.
- Humanities: 3 Courses (Minimum of 9 credit hours)
- Natural Sciences: 2 Courses
  - \* Natural Science – 3 hours
  - \* Natural Science with a Laboratory – 3 hours

A minimum of 124 credit hours are required for graduation. Of the 124 hours, a student must earn at least 45 junior/senior hours and 30 residency hours (business) completed at KU after admission to the School.

### iii) Admission

The following requirements and courses (or equivalents) must be satisfied prior to being **admitted** into the BBA program at the Edwards Campus:

- Complete 60 college credit hours.
- Complete Financial Accounting (4 credit hours) and Managerial Accounting (3 credit hours).
- Complete Introduction to Business Computing (3 credit hours)
- Complete Principles of Microeconomics (3 credit hours) and Principles of Macroeconomics (3 credit hours).
- Complete College Algebra or higher mathematics course.

- Complete a statistics course having College Algebra or higher mathematics course as a prerequisite.
- Complete English Composition (3 credit hours) and Critical Reading and Writing (3 credit hours).
- Complete General Psychology (3 credit hours) and one principal course in the social science area of Society and Culture.
- Achieve a GPA of 2.5 in all coursework and in all professional coursework.

iv) GPA Requirement for Graduation

Once admitted, a student must maintain a minimum GPA of 2.5 in courses in the major and a 2.2 in other GPAs, in order to remain in the program and to receive the degree.

### **C. Program Faculty**

The profile of the faculty delivering this program will be the same as that of the faculty delivering the B.S. in Business Administration on the Lawrence Campus. The AACSB (Association for the Advancement of Colleges and Schools of Business), the accrediting institution for schools of business, requires accredited undergraduate programs to be delivered by a faculty of *Academically Qualified* (active researchers) and *Professionally Qualified* (professionally credentialed, experienced, and actively engaged in the profession) individuals, such that at least 50% of the courses are taught by academically qualified faculty members, and 90% are taught by either academically or professionally qualified faculty members. The proposed program, as with all of the School's existing programs, will be delivered by a faculty meeting these AACSB requirements.

In order to meet the demands of the new program, without diluting the faculty resources currently deployed to existing programs, six new tenure-track faculty positions will be created and filled. Funding from the Johnson County Education and Research Triangle is available to support these positions.

### **D. Academic Support**

Academic support will be available from existing resources at the Edwards Campus in Overland Park, and the School of Business in Summerfield Hall on the main campus in Lawrence. Resources include scholarships, advising services, a comprehensive library system, network infrastructure, online educational resources, desktop support, learning management systems, computer labs, and mediated classrooms. An additional advising staff member will be supported by the Edwards Campus from Triangle funds.

### **E. Facilities and Equipment**

Classroom space and instructional support technology will be provided by Edwards Campus.

Faculty office space will be provided through a search for further efficiencies within Summerfield Hall. New computers for faculty offices will be required. The cost of computing equipment and research support for new faculty is included in the OOE funds identified in the *Fiscal Summary*.

### **E. Program Review, Assessment and Accreditation**

As part of the School of Business's periodic program review process, data will be compiled to provide a statistical overview of the program and will include information directed to instructional expenditures, student credit hour production, major and graduation counts, and faculty workloads.

Ongoing assessment of programs is a required and significant part of the accreditation process for schools of business. The standards require annual measurement and assessment of learning outcomes against specific program and course-level goals, for each academic program. The School of Business assessment procedure for each academic program involves the following steps:

- i) Develop and document formal program goals, with input from faculty and the curriculum committee responsible for the program, an external advisory board composed of industry leaders and likely recruiters of the graduates of the program.
- ii) Develop and document specific course goals for each course, such that their achievement will contribute to and collectively assure accomplishment of the program goals. This is done on a course-by-course basis with faculty. Both program and course goals must be in terms of outcomes that can be affected by the program.
- iii) Design objective and reliable course and program-level measures of learning outcomes that link to course and program goals.
- iv) Administer instruments from iii) above during the initial offering of the program.
- v) Use results from iv) to assess learning outcomes against goals, report to faculty for consideration of possible improvements in content and delivery, and to identify necessary adjustments in the assessment measures and instrument. Report results and changes in curriculum and assessment process to the Associate Dean for Academic Affairs and document the results and changes annually for 5-year accreditation report to AACSB.

A summary of each year's assessment is included the School's reaccreditation report. Goals and learning outcomes will be developed for the proposed program, and assessed annually using the process already in place for existing programs.

The School of Business is accredited by the AACSB (Association for the Advancement of Colleges and Schools of Business). The School was last reviewed and reaccredited in Fall 2007. All accredited programs are subject to maintenance reviews and visitations on a 5-year cycle. The proposed program will be accredited immediately under the School's current accreditation status, and subject to reaccreditation in 2012 during the School's next maintenance review.

## *Appendix A*

### **Course Descriptions**

#### **BBA 301 – Managerial Economics – 3 credits**

This course uses economic theory and methodology to understand and improve managerial decision making. The focus is on the role of markets in determining business and individual opportunities to create value, the behavior of individual markets reacting to supply and demand forces, and the consequences of alternative market structures and business policies. Course content includes demand, production, cost analysis, supply and demand analysis, price and non-price modes of competition, market structure, and economic efficiency. Prerequisite: Principles of Microeconomics and Principles of Macroeconomics. Enrollment restricted.

#### **BBA 302 – Legal Aspects of Business – 3 credits**

A course designed to acquaint the student with the basic principles of law that are applicable to business transactions in the modern business world and the legal systems. Prerequisite: Junior standing (60 hours completed). Enrollment restricted.

#### **BBA 303 – Organizational Behavior – 3 credits**

This course serves as an introduction to the study of individual and group behavior within the context of an organization. An objective may be the development of the student's potential for becoming an effective organization member and manager of people. Experiential learning methods are utilized to involve the student actively. A wide variety of topics and theories may be covered, generally including motivation, leadership, job design, group dynamics, and formal organizational structure and process. Prerequisite: Completion of Principles of Microeconomics, Financial Accounting, General Psychology, and one course in the social science area of society and culture. Prior completion or co-enrollment of Managerial Accounting and the required statistics course. Enrollment restricted.

#### **BBA 304 – Marketing – 3 credits**

A study of marketing from the point of view of the business firm. Topics include the structure of the marketing system, the nature of marketing management, consumer behavior, marketing research, product policy, channels of distribution policy, and analytical techniques useful to marketing management. Prerequisite: Completion of Principles of Microeconomics, Financial Accounting, and General Psychology. Prerequisite: Prior completion or co-enrollment in the required statistics course. Enrollment restricted.

### BBA 305 – Management Science & Operations Management – 3 credits

Introduces some of the most widely used models from management science in business decision making. Topics include decision making under uncertainty, resource allocation models, and production and operations management. Prerequisite: Completion of Introduction to Business Computing and the required statistics course. Enrollment restricted.

### BBA 306 – Finance – 3 credits

This course consists of the analysis of problems relating to estimating the financial needs of an enterprise and to evaluating the alternative means of providing and utilizing both temporary and permanent capital. The relationship of current financial decisions with financial policy is analyzed from the viewpoint of management and the stockholder. Prerequisite: Prior Completion of Financial Accounting and prior completion or co-enrollment of the required statistics course. Enrollment restricted.

### BBA 307 - Introduction to International Business – 3 credits

To conduct International Business, a manager must understand the prevailing political, economic, legal and socio-cultural institutions in the relevant countries. In addition, s/he must also understand the institutional arrangements that countries have negotiated to govern cross-border flows of trade and investment capital, such as the World Trade Organization and the International Monetary Fund. This course provides an analysis of the institutional settings for international business and explores their implications for a multinational firm. Specific topics covered include, but are not limited to, the forces behind international economic integration and globalization of business, differences across countries, and the frameworks of international trade, investment and finance. Prerequisite: Principles of Macroeconomics. Enrollment restricted.

### BBA 308 – Business Policy and Strategy – 3 credits

The course exposes the student to the role of general management in complex organizations. The cases, conceptual materials, and projects are selected to provide the student with decision-making opportunity in major areas of managerial concern: environmental opportunities and constraints, formulation of business policy, and policy implementation mechanisms. Knowledge and skills gained in previous business courses, including marketing, finance, and quantitative methods, will be applied to problems associated with the totality of organizational activity. Prerequisite: BBA 303, BBA 304, BBA 305, and BBA 306. Enrollment restricted.

### BBA 41x - Marketing Management and Strategy – 3 credit hours

This course builds upon the principles of marketing introduced in BBA 304 (Marketing) by further developing concepts in such areas as product management, pricing, distribution, promotion, market segmentation, product positioning, and strategic marketing planning. The primary focus of the course is the integration of these concepts to achieve specific marketing and segment goals and objectives. An important component of the course is the application of concepts to realistic marketing problems through the use of comprehensive marketing simulations or in-depth cases that capture the dynamics of the marketing environment. Prerequisite: BBA 304. Enrollment restricted.

### BBA 41x – Human Resources Management – 3 credit hours

The major focus is on the management concerns of staffing, training and development, compensation, and labor-management relations. Constraints on management discretion, including legislation, court decisions, labor unions, and labor markets are reviewed. Prerequisite: BBA 303. Enrollment restricted.

### BBA 41x –Ethical Decision Making in Business – 3 credit hours

This course is designed to provide students with: (a) a grounding in the psychological and philosophical foundations of business ethics; (b) the ability to recognize ethical problems; (c) an exposure to many of the ethically sensitive issues facing corporations and managers in business today (e.g., layoffs, outsourcing, employee whistle-blowing, employee privacy, employee health and safety, marketing and advertising, environmental issues, discrimination, and the global responsibilities of business); and (d) the tools for analyzing and reaching closure on ethical problems. Students will study the role of ethics in the relation of business to employees, consumers, and society. Students in this course will have the opportunity to engage in stimulating class discussions, justify ethical positions in case study analyses, investigate ethical issues in their own future professional lives, and develop and present their solutions for typical ethical problems faced by managers in organizations. Enrollment restricted.

### BBA 41x – Entrepreneurship – 3 credit hours

In this course the student examines the disciplines which comprise the critical success factors in entrepreneurship and develops a fundamental understanding of the basic skill set required to manage his/her own business. Learning will be achieved by both study and discussion of key entrepreneurial business issues as well as the critical appraisal of new venture business plans as presented in the text. Readings in entrepreneurship and case studies, contained in the text as well as in video presentations, will be used to illustrate the essential entrepreneurial management issues. Enrollment restricted.

### BBA 41x – Supply Chain Management – 3 credit hours

This course introduces the student to supply chain management. Students are presented the key concepts of supply chain management, the application of these concepts and are provided with the managerial knowledge of supply chain management through class discussions and case studies. Students discover the impact of information technologies, strategic alliances and logistics on supply chain management and the performance implication of supply chain management. Prerequisite: BBA 304, BBA 305, and BBA 306. Enrollment restricted.

### BBA 40x – Project Management – 3 credit hours

The purpose of this course is to examine business from a project management perspective, to develop a systems view of business rather than a functional view and to lay the foundation for future leaders to more effectively integrate project management into their business strategy. Further, to establish a common language for and a common knowledge of project management concepts, principles and practices. This course is intended to help students gain an understanding of what project management involves, how it relates to other functional management areas, and its role in an organization's structure and leadership. This course is made up of topical lectures, article/video analysis, open discussion, in-class experiential exercises and a team-based outside class project. In order to foster good project management habits, topics will be covered in the order they appear in the project lifecycle starting with project selection and bidding and ending with project acceptance and close out. Topics covered in this course include: the importance and role of project management, the contextual nature of projects, logistics issues in project management, and the E-business impact on project management. Prerequisite: BBA 305 and BBA 41X (Human Resources Management). Enrollment restricted.