2-22-2019

SR-18-19-29 APC

Marshall University

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ACADEMIC PLANNING COMMITTEE
RECOMMENDATION

SR-18-19-29 APC

Recommends the approval of the intent to plan a Bachelor of Arts in General Business at Marshall University.

RATIONALE:

The Intent to Plan document proposing a Bachelor of Arts in General Business to be offered by the Brad D. Smith Undergraduate School of Business at Marshall University was discussed by the Academic Planning Committee (APC). APC members believe that the proposed program has the potential to increase academic/employment opportunities for Marshall University students. The program is interdisciplinary, covering all business disciplines, directly supporting two of the missions of Marshall University. Implementation of the program requires no additional resources or faculty. The program is only offered online and will serve as a degree completion program for students seeking an online educational experience. Its flexibility will meet the needs of a variety of students, particularly non-traditional students who would not otherwise choose to come to Marshall programs. The APC feels that the program will add to Marshall University’s enrollment and provide potential students with a high quality, AACSB-accredited business education that will enhance their success in a variety of career paths.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE: ___________________ DATE: ________

DISAPPROVED BY THE
FACULTY SENATE: ___________________ DATE: ________

UNIVERSITY PRESIDENT:

APPROVED: ___________________ DATE: ________

DISAPPROVED: ___________________ DATE: ________

COMMENTS: ___________________
NOTE: Recommendations should be sent to the Faculty Senate office via email. Recommendations longer than one page or those with attachments are to be sent in final format with this as a cover page. Any incomplete recommendations or those requiring extensive formatting changes will be returned to the recording secretary/committee.