

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: 2/22/19

DISAPPROVED BY THE  
FACULTY SENATE: \_\_\_\_\_ DATE: \_\_\_\_\_

**UNIVERSITY PRESIDENT:**

APPROVED:  \_\_\_\_\_ DATE: 3-8-19

DISAPPROVED: \_\_\_\_\_ DATE: \_\_\_\_\_

**COMMENTS:** \_\_\_\_\_

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**ACADEMIC PLANNING COMMITTEE  
RECOMMENDATION**

**SR-18-19-29 APC**

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