

4-11-2019

SR-18-19-40 APC

Marshall University

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**ACADEMIC PLANNING COMMITTEE
RECOMMENDATION**

SR-18-19-40 APC

Recommends the approval of the intent to plan a combined Bachelor of Business Administration at Marshall University.

RATIONALE:

The letter of intent to plan a combined Bachelor of Business Administration at Marshall University was discussed by the Academic Planning Committee (APC). APC members believe the Lewis College of Business' proposal to create one undergraduate BBA program and delete six others will improve its overall structure. The change will move the College from seven programs with ten majors to two programs with the same ten majors. Common business courses will remain the same, business majors remain the same, no program changes are proposed and no additional resources are needed. The benefits will be: 1) a clearer set of requirements for students 2) more efficient managing of curriculum issues 3) better assessment of the business core 4) better assurance of learning (AoL). 5) more efficient administration of the programs.

The six programs being combined will be: Management, Finance, International Business, Economics, Information Systems, and Marketing. Accounting will remain a separate program of study to maintain flexibility to respond to separate accreditation standards.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE: _____ DATE: _____



4/11/19

DISAPPROVED BY THE
FACULTY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: _____ DATE: _____



4.22.19

DISAPPROVED: _____ DATE: _____

COMMENTS: _____

**ACADEMIC PLANNING COMMITTEE
RECOMMENDATION**

SR-18-19-40 APC

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