Marshall University

Marshall Digital Scholar

11-21-2019

SR 19-20-10 CC

Marshall University Faculty Senate

SR 19-20-10 CC

Recommends approval of the listed **UNDERGRADUATE PROGRAM ADDITIONS** in the following college and/or schools/programs:
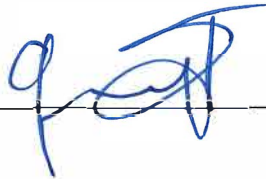
College of Business

Name of Program:BB10 BA in General Business

Rationale: The proposed B.A. in General Business will serve as a fully online degree completion program. Its flexibility in delivery method and course choice will meet the needs of a variety of students, particularly adult learners. It will be the only undergraduate business degree program offered completely online by the Lewis College of Business. Faculty of the College have a proven record of providing high-quality business education in an online environment with its fully online MBA program and fully online MS in Accountancy program. The college has been offering online sections of most undergraduate business core courses for many years. In West Virginia, the 2013 6-year graduation rate for 4-year public colleges was 45.6%. Unfortunately, that statistic indicates there are many people in our state who could benefit from a degree completion program. The proposed program, by promoting more widespread business education throughout the region, will have a positive impact by enhancing economic development. Graduates with a a degree in General Business will qualify for many of the same internships and employment opportunities as other students in the College of Business.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE: _____ DATE: ___11/21/19___

DISAPPROVED BY THE
FACULTY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED:_____ DATE: 11-22-19

DISAPPROVED:_____ DATE: _____

COMMENTS: _____

University Curriculum Committee
RECOMMENDATION

SR 19-20-10 CC

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.

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