

Academic Programs and Planning (APP) Committee
Feedback and Response Form

Thank you for your submission of the proposal titled Business School Concentration to Degree Proposals_____.

The APP committee reviewed the proposal on_Oct. 2 and Nov. 18, 2021. The committee unanimously recommends the proposal to the faculty senate.

Below is feedback from the initial meeting and responses to that feedback.

Strengths of the Proposal:

The proposal clearly justifies why the change to majors, rather than concentrations, is in the best interest of students. This change better aligns their degrees to employer expectations. The proposal also makes clear that this change will keep our degrees competitive with our peer institutions by making the degree options clear to incoming students.

These concentrations already function as independent entities, being separate majors in all but name. The proposed change to majors simply makes this clear to students and employers.

The assessment plan is robust, with alignment to the ELOs and the Strategic Plan. That these plans seem rather overwhelming is likely due to requirements from their accrediting Oeil a oba ~~Pr r ns t mu~~

Be explicit within each category of resource that no new resources will be needed, and why this is true, rather than providing a blanket statement to that effect. AIC will be looking for information on all of the following:

- Personnel, including both faculty and staff

- Facilities

- Operating expenses - equipment, library resources, etc.

See page 7

The data presented in Figure 1 on page 5 is nine years old. More current data would strengthen the proposal.

This is the most updated data we could find. But the transition from concentrations to degrees was strongly supported by business faculty, business students, alumni, board of trustees members (Presidential Task Force Report), and multiple business advisory boards.

Given that both the financial planning and business analytics programs have traditionally had lower enrollment yet one will be a stand-alone major and one a concentration, explain to those readers who aren't familiar with the various fields of business why business analytics does not belong as a concentration in one of the larger majors.

See additional text on page 42.

If all moved to BS, will there still be options for new concentrations or will they all remain General.

Kingston, NY

The program student learning outcomes for each Business specific area (Business Specific Learning Objectives) are not measurable (i.e. - “understand”). See Accounting pages 10-11, Analytics pages 28-29, Finance page 48, Management pages 66-67, and Marketing pages 83-84. The program outcomes are not clearly identified.

<p>Table 8 showing the Proposed Financial Planning Concentration lists the BS as Business Studies, when it should say BS in Finance.</p>	<p>Corrected</p>
<p>typo on page 40 - [18] Retrieved from Analytics-comes-of-age.ashx (mckinsey.com)</p>	<p>Corrected</p>
<p>What resources are available to help students who have a general interest in business studies but do not know which option is the best fit to choose their majors?</p>	<p>The core courses in support of the individual degrees will stay the same. This will provide students with the opportunity to take introductory courses about each degree. This is no different than what we currently offer.</p>
<p>Table 6 on page 42 appears to need some data Fall 2020 & Spring 2021 can this be updated?</p>	<p>Done, added Fall 2020 & Spring 2021.</p>
<p>The best practice for CIP code would be to use the CIP code for the academic program. 52.0801: Finance.</p> <p>The CIP code for the concentration could be removed: 52.0804: Finance with a concentration in Financial Planning</p>	<p>Done, I deleted 52.0801</p>
<p>Is there any data about current students perceptions of the change (considering that they will be grandfathered and what is on their degree will change from a BS in Business Studies</p>	<p>There is no data currently available. However, student feedback from Career Education and Development did confirm student confusion regarding the degree they are currently working on. See page 2</p>

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