To: University Undergraduate Curriculum Committee
Through: Norman Godwin, Associate Dean for Academic Affairs
From: Christopher Shook, Russell Professor and Department Chair
Date: May 5, 2014
Subject: Proposal to Deactivate the Business Administration Major

In response to our recently adopted college and departmental strategic plans, the Department of Management conducted a review of our undergraduate offerings. Based on that review, the departmental faculty recently voted unanimously to deactivate the Business Administration major (BSAD). We believe that deactivation will move the Harbert College towards its goal of “producing highly desired graduates” by “providing a superior student experience.”

Reasons for Deactivation
The first reason for deactivation is the significant overlap of the BSAD and MNGT majors. Of the 123 hours required by each major, 98 hours of university core, college core, major, supporting, and free elective courses are common to both majors. Further, analysis of student records over the past five years shows that 12 hours of electives in the BSAD major are most often satisfied with four courses required by the MNGT major (MNGT 3460, HRMN 3420, SCM 3710, and ENFB 4140). Therefore, for the majority of BSAD majors, at least 110 of their 123 degree hours, or approximately 90%, overlap with the MNGT major. The remaining 13 hours for the BSAD major are elective courses.

The second reason is lower student success, measured in both job placement and time-to-completion. In our most recent graduation data, only 22% of BSAD majors had a job at graduation or were continuing to search for a major-related job. Anecdotal evidence suggests that this is in part due to employer confusion about the BSAD major and their wishes to see more directed content in the curriculum rather than a suite of electives chosen by the students. Further, over the past five years of graduates, BSAD students took on average one semester longer to complete their degrees than MNGT students.

Student Impact
The numbers of students declaring the BSAD major, and those graduating with the major, over the past five years are as follows:

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<tr>
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<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Student Enrolled</td>
<td>188</td>
<td>185</td>
<td>165</td>
<td>141</td>
<td>155</td>
</tr>
<tr>
<td>Students Graduating</td>
<td>138</td>
<td>118</td>
<td>101</td>
<td>104</td>
<td>80</td>
</tr>
</tbody>
</table>
While these data demonstrate that the number of students affected by deactivation is significant, the effect on each student’s opportunity in the college will be insignificant. Upon deactivation of the major, students who have not yet declared BSAD will have a very similar option in the MNGT major. Students who have already declared BSAD will be allowed to complete it. This will not be difficult because the BSAD major requires only two specific courses beyond the business core, and those courses will continue to be taught after deactivation. All other required courses in the major are electives, so the students have many, many paths to completion.

In summary, the BSAD major is basically a flexible form of the MNGT major and can be deactivated with limited downside risk to existing and future students, the department, or the college. We believe that the final impact of deactivation will be that students formerly choosing BSAD will choose MNGT and enjoy greater employability and faster degree completion.
To: Undergraduate Curriculum Committee

From: Norman H. Godwin, Associate Dean for Academic Affairs

Date: May 12, 2014

Re: BSAD Major Deactivation

Members of our Undergraduate Programs Committee (UPC) met recently to consider the Department of Management’s proposal to deactivate the Business Administration major. The Committee was unanimous in its support of the proposal.

In addition to the justification from the Management Department, the UPC also noted that deactivation will align the Harbert College more closely with our peer and aspirant schools. On average, those schools offer only 8 majors while the Harbert College currently offers 13. Further, a large majority (70%) of those schools do not offer a “Business Administration” or “General Business” major.