

**Bachelor of Science in Business with a Major in General Business
at Lake Campus**

Proposal for a 4-Year B.S. in Business Program at WSU Lake Campus

1. Program Title

B.S. in Business with Major in General Business

2. Objectives

The business, technical and engineering academic unit at the Wright State University Lake Campus offers a variety of associate and bachelor's degrees. The number of programs in this unit has grown significantly, due to the demand by local industries and organizations. The Lake campus currently offers a very successful 2-year program in Business, as well as an MBA program. The objective of this proposal is to offer current students at the Lake Campus, as well as other potential students interested in a 4-year undergraduate Business degree, an opportunity to complete a Wright State Business degree. After some appreciative enquires and interviews with local businesses, Chamber of Commerce, alum at Mercer and Celina Counties, we realize there is a need for providing workforce ready 4-year degree graduates to support the economic development of the region. In addition, this proposed program will likely attract enrollments in the business programs and entice business students to consider other academic programs in the university, who otherwise may attend Bowling Green University and University of Toledo. The proposed program is consistent with the mission of Wright State University in providing higher education for candidates in the northern Ohio region and expanding the University's social and economic impact in the State of Ohio.

3. Description

The proposed 4 year B.S. in Business degree will incorporate our current Business curriculum, but instead of restricting to one specific major area of business, will provide a degree in "General Business". We achieve this by incorporating a select set of junior and senior level courses from all major areas in Business that will provide students with an arsenal of knowledge in multiple functional areas of Business. This proposal is strategic in many levels. First, a general business degree provides the College of Business intelligence to further understand the specific need of the business community. Second, this proposed program allows us to plan our resources in an informed manner while we study and observe the required business skills of employers in the region. Finally, this general business program will eliminate the risk of "lopsided investment" on one particular business discipline while creating a common vested interest of all departments. A general business major also offers a simpler approach to manage the number and complexity of programs and courses offered at the Lake. The set of courses have been carefully picked by our Undergraduate Program Committee after consultation with all the department chairs and faculty, and the program has been passed by the RSCOB faculty during the April 2014 faculty meeting. The Raj Soin College of Business is committed to the Lake campus to fulfill the needs of the students and we believe this degree is highly anticipated at the Lake Campus.

4. Admissions Requirements

The 4-year degree at the Lake Campus will follow the same admissions requirements as the main campus.

5. Curriculum Coordination

As reflected above, the proposed 4-year degree in Business will draw from existing courses across all the Business Departments. Because these are established courses, the creation of the program should not require explicit curriculum design. However, the set of courses were very carefully chosen by the Undergraduate Program Committee to ensure that all major areas of business are covered and all current Business departments are represented in the program and have a stake in student success. The courses are selected with the goal to train students in a holistic manner of learning business. The 4-year degree will build on the first two years of the program that is currently offered at the Lake.

6. Resource Coordination

As noted above, the 4-year program will be created from courses already offered by Raj Soin College of Business. The program will be offered using a mix of face-to-face Lake Campus courses, multiple cross-listed sections concurrently offered at the Main and Lake campuses utilizing our IVDL (Interactive Video Distance Learning) technology, as well as distance learning courses.

7. Program Quality and Staffing

Dean Li worked with Lake Campus last year to seek an “opportunity hire” for the Department of Management and International Business and subsequently received support and approval from the Provost. One of the advantages to create this position is that the faculty member is hired in accordance with our College bylaws and consistent with our AACSB accreditation standards and qualification. We believe it is an important step forward to ensure the quality of our academic programs at the Lake. With that position, the RSCOB is committed to deploy at least two management courses per year over at the Lake Campus. We also receive support from our department chairs that they will support this proposed program and are ready to deploy their faculty to provide courses proposed in this program. In addition, the Lake Campus has increased its faculty to provide additional sections to meet the demand of the students. Main campus faculty will be involved in teaching most of the upper-level courses. We will continue to utilize our technology to enhance student learning. In addition to our IVDL room, we will pilot some online courses with students at the Lake. Currently, through our innovative IVDL room quite a few of our courses are able to allow 25 students from main campus and 25 students from Lake Campus to simultaneously participate in the same section. Similar to programs on main campus, when the student enrollment grows, appropriate resources will be sought after and pledged to support the need of that academic unit.

8. Program Demand

Currently at Lake, we have a 2-year degree in Business. With our initial appreciative enquiries with our business partners at Lake for the past two years, we believe there is a robust demand from the communities to train undergraduate students. Our preliminary data analyses indicate a strong demand for a 4-year business degree program at Mercer/Celina counties (one of the fastest growing counties in student body). In addition, currently a significant portion of our 2-year business degree students who want to pursue a 4-year degree have no choice around that area. Many end up attending Bowling Green University. Hence, we believe there will be a constant demand for a

4-year degree at the Lake campus. Dean Mathies has provided some preliminary data that indicates for Fall 2014 there are 45 Lake students either admitted to RSCOB or Pre-RSCOB and 72 students in Lake University College intending some business majors, showing that there is ample demand for a self-sufficient 4-year program at the Lake campus. In addition, the application data from 2013-2014 also indicated about 125 students interested in pursuing a business degree at the Lake Campus.

The following resolution is presented to the committee for approval and recommendation to the Board of Trustees for appropriate action:

RESOLUTION 15-

WHEREAS, Wright State University is proposing a new Bachelor of Science in Business with a major in General Business to be offered at the Lake Campus to provide the opportunity for residents of western Ohio to earn an undergraduate degree in business; and

WHEREAS, the program has been approved by the Faculty Senate and the Provost; therefore be it

RESOLVED that the B.S. in Business with a major in General Business, as submitted to this meeting be, and the same hereby is endorsed.

I offer this Motion:
Do I have a Second:
Roll Call Vote: