I. Degree: General Business Administration Program

Program Director: Hugh Williamson

PRC Status Report Liaison: Annette Taylor

Date of Last Review: January 2001

II. Previous Review:

Issue(s) of Concern:

1. Enrollment/Program size. Since the previous review, the General Business Administration program had grown from 800 to approximately 1,100 students. This dramatic increase in enrollment appeared to have strained resources and threatened the quality of education.

   Summary Response: While it is difficult to predict the number of students who will have to be served by the courses in this program, the program director has worked with University Admissions to reduce the number of entering freshmen to the General Business Administration Program. In addition, internal transfer applications are reviewed and limited and external transfers are limited. These actions have been successful at reducing the number of students enrolled from 1,018 in 2000-01 to 913 in 2002-03.

2. Teaching and advising. Many students expressed their displeasure with some teachers and advisors. [Primary concern was advising.]

   Summary Response: The program director has taken very positive steps to inform students and faculty advisors and provide correct and consistent information to be used in advising and counseling. These steps include written documents including a class handout, advising notes, a highlights piece that is a very detailed summary of the topics covered in BUMGT-100 classes, and another piece that summarizes the most important points in the program.

3. Computer Classes. Students indicated a need for more computer classes and more computer-based courses, including an earlier introduction to computers in the classroom and an introduction that addressed the needs of the uninitiated.

   Summary Response: The Business Department Chair surveyed faculty to determine plans and preparations for using the laptop initiative in his/her class and provided responses that demonstrate more computer-based course delivery. Early introduction to computers is believed to be effectively provided as an all-university effort in conjunction with the laptop program.

4. Strained Resources. The program director, advisory board, and key instructors all indicate that resources are strained. Key instructors report the need for additional faculty; the program director identifies a position in MIS as the most important need. The General Business Administration program office help consists of one graduate assistant (10 hours/week), assorted
undergraduate work-study student workers, and the shared (with 13 programs) use of a full time LTE program assistant.

**Summary Response:** The department has been given an additional allocation beginning in January 2003 and has converted a graduate assistant position to an undergraduate assistant thus gaining some additional work hours. The program director feels that the program is being treated fairly given the resources available as a whole.

**III. Committee Findings:**

The committee was satisfied with the status report and believes the concerns have been adequately addressed. There are no further recommendations at this time.