



The University of Georgia

Office of the Vice President for Instruction

March 13, 2007

UNIVERSITY CURRICULUM COMMITTEE – 2006-2007

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Graduate School - Dr. Malcolm R. Adams

Undergraduate Student Representative – Ms. Alison Gibbons

Graduate Student Representative – Ms. Lindsey Scott

Dear Colleagues:

The attached proposal to offer the major in General Business (B.B.A.) as an external degree on the Griffin campus will be an agenda item for the March 23, 2007, Full University Curriculum Committee meeting.

Sincerely,

Dr. William K. Vencill, Chair
University Curriculum Committee

cc: Dr. Arnett C. Mace, Jr.
Professor Jere W. Morehead



The University of Georgia

Melvin R. Crask
Associate Dean
for Academic Programs

Terry College of Business

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March 8, 2007

Dr. Arnett Mace
Sr. Vice President for Academic Affairs and Provost
Administration Building
CAMPUS

Dear Dr. Mace:

In a faculty meeting held on March 7, 2007 the faculty of the Terry College of Business approved a proposal to offer a BBA degree in Griffin. The attached Proposal to offer an External Degree describes that proposal. We respectfully submit this proposal to the Curriculum Committee of the University Council for their consideration. Please let me know if there is any other information that we need to provide.

Sincerely,

Dr. Melvin R. Crask
Associate Dean for Academic Programs

**Proposal to offer an External Degree:
Bachelor of Business Administration Degree
With a Major in General Business
At the Griffin Campus of the University of Georgia**

Institution: The University of Georgia

Date: February 28, 2007

College/School/Division: Terry College of Business

Degree: Bachelor of Business Administration

Major: General Business

CIP Code: 520101

Proposed Start Date: Fall 2007

Assessment

Citizens living in the southern region of the Atlanta metropolitan area do not have many convenient locations in which they can earn a Bachelor of Business Administration. Currently, for someone living in Griffin, the closest university system school that offers a BBA is Clayton State University in Morrow, which is about 30 miles away. The second choice would be Georgia College and State University in Milledgeville, about 50 miles away. Thus, we feel that there is significant demand for a BBA offered at the Griffin Campus by the Terry College of The University of Georgia, especially from non-traditional students who live in that geographic region and are unable to attend UGA in Athens because of work or family considerations. Offering a BBA at Griffin would also be consistent with the University's mission of serving the entire state and would also generate additional credit hours and tuition revenue for UGA.

Based on what we experienced when we initiated the same degree program at the Gwinnett University Center in 2002, we anticipate enrollment in Griffin growing from about 12 students in Fall 2007, to 40 in Fall 2008, and to 60 by Fall 2009.

Admission Requirements

All requirements for admission to the Bachelor of Business Administration degree program at Griffin will be the same as those that apply for admission to the BBA program at Gwinnett University Center.

Program Content

The curriculum of the program, shown in Appendix A, will be the same as the Bachelor of Business Administration with a General Business major that is currently being offered at the Gwinnett University Center.

Student Advising

A student advisor for the BBA will be available at the Griffin Campus. In the start-up phase, this person may also have other administrative duties. As the size of the program grows, a full-time advisor will be provided.

Resident Requirements

Residency requirements will be identical to those established for the BBA in Athens or Gwinnett.

Program Management

This program will be initially staffed at the Griffin Campus by an Office Manager and a person who will serve as the point person for inquiries about the program and will also serve as the Academic Advisor. Hiring and assignment of faculty to classes will

initially be handled from the Athens campus but, as the demand for the program increases, an on-site Director will have to be hired to oversee all of the Griffin operations, including staffing. This will need to occur as soon as FY10, if enrollment predictions are met or exceeded.

We intend to gradually increase the number of class sections offered each semester as we did when we began the same program at the Gwinnett University Center. Based on our experience in Gwinnett, enrollment will increase for the first few years that the program is offered. In Gwinnett, for example, we had enrollments of 35, 116, and 177 students each fall in the first three years of operation. Since the population of Spalding and surrounding counties is approximately one-third of Gwinnett and surrounding counties, we anticipate Griffin enrollment to grow at about one-third the rate of what we found in Gwinnett. We predict Fall 2007 enrollment to be about 12 students because we will not have much time to advertise the program. Fall 2008 enrollment should increase to around 40 students and Fall 2009 to about 60 students. Our individual classes may have more students, however, as some of them may be electives for students in the other programs being offered at Griffin.

We will offer a curriculum that would allow a student to graduate in two years as a full-time student. Therefore, we plan to begin with three class sections in Fall 2007, six in Spring 2008, and six in Summer 2008. The following year we will offer eight class sections in both Fall and Spring and six more in the Summer. We will stay at that level until demand increases to the point where additional class sections are needed. Students will be able to supplement their class schedule with courses that can count toward their degree requirements and are taught by other UGA units at the Griffin campus.

As noted above, the courses that will be offered will have little overlap with courses taught by any nearby system school. The closest system school that offers a BBA is Clayton State which is located nearly 30 miles away. We expect that students might complete the first two years of the BBA degree at Gordon State College, which is the closest system school to Griffin and we will work with them to ensure that their students are aware of our admission requirements.

Library and Laboratory Resources

Students should be able to find sufficient library resources in the research library on the Griffin campus and online through the University's GALILEO system.

Budget

The budgets for FY08 and FY09 are shown in Appendix B. It should be noted that the equipment expense in FY08 is a one-time expense. Furthermore, it should be noted that the instruction cost estimates are for non-tenure track faculty. Initially, we will not staff the classes using tenure-track faculty, but we will evaluate the use of tenure-track faculty going forward as both funding and student enrollment expands.

Program Costs Assessed to Students

We do not anticipate any costs assessed to the students beyond those normally associated with the BBA program on the Athens campus.

Accreditation

We intend to follow procedures as this program gets established that will allow it to be accredited both by the Association for the Advancement of Collegiate Schools of Business (AACSB) and Southern Association of Colleges and Schools (SACS).

Program Delivery

The courses offered in this program will not use distance education, but will be taught in classrooms on the Griffin Campus. However, we anticipate that these courses will use technology that allows them to be taught using a blend of distance and on-site methods, if desired. A new classroom building for the Griffin Campus is in the planning phase and should be available for use by Fall 2008. In the meantime, sufficient classrooms are available in the existing classroom buildings.

APPENDIX A
Requirements for a Bachelor of Business Administration
With a General Business Major*

FINA 3000
MGMT 3000
MARK 3000
MSIT 3000 12 hours

Upper Division Selection – One course from:

ECON 4000
FINA 4000
MARK 4000
MGMT 4000
REAL 4000
RMIN 4000 3 hours

Required Major Requirements:

Choose seven business courses, 4000-level or above, with no more than three courses from any one business prefix. ** 21 hours

Electives:

Three courses selected from 4000-level or above business courses or 3000-level or above courses offered by UGA-Griffin programs** 9 hours

Five courses in Arts and Sciences (any level) 15 hours

*Students must have completed all Area A-F courses of the undergraduate curriculum to be eligible for admission to this program.

**In the required major courses and three upper division electives combined, no more than five courses may be from any one business prefix.

APPENDIX B

FY 08 and FY 09 Budgets

Budget for (FY08)

Personnel

Administrative Associate II (Office Manager)	30,000
Academic Advisor III	32,000

Operating Expenses/Equipment

Computers & printers (2)	10,000
Copier/fax machine	20,000
Travel	4,000
Operating expenses & supplies	10,000

Instructional Costs

Fall 2007 (3 sections)	27,000
Spring 2008 (6 sections)	<u>54,000</u>

TOTAL \$187,000

Budget for (FY09)

Personnel (assumes 3% salary increase)

Administrative Associate II (Office Manager)	31,200
Academic Advisor III	33,280

Operating Expenses/Equipment

Travel	4,000
Operating expenses & supplies	15,000

Instructional Costs

Summer 2008 (6 sections)	54,000
Fall 2008 (8 sections)	72,000
Spring 2009 (8 sections)	<u>72,000</u>

TOTAL \$281,480