

Provost's Comprehensive Program Review Report

Institution: Middle Georgia State University

Academic Program Name: B.S. in Business Administration

CIP Code: 520201

College or School: School of Business

Department: Management & Marketing and Accounting & Finance

Date of Last Internal Review: 2017

Outcome of Previous Program Review (brief narrative statement): N/A (no comments by Provost other than program meets requirements and will be retained.)

Current Date: 5/18/2022

Provost Response: Academic Affairs acknowledges the documented value of the B.S. in Business Administration. It is a viable and valuable academic program that has responded appropriately to market forces and workforce needs including the addition of the supply chain/logistics concentration. Not noted in the CPR and essential to document are the recent commitments by institutional leadership, school leadership and faculty to secure stable SOBUS leadership and AACSB accreditation in efforts to deliver quality academic programming through the B.S. in Business Administration. Furthermore, the SOBUS needs to recommit to operationalized and integrated annual assessment to inform decision making and the development of school based strategies.

Program Quality and Productivity Improvement Plan: *Following a review of the Chairs Report, the IERB comments, and the Deans appraisal, the Office of the Provost concurs with some of the findings and supports the documented plan of action.*

- *Continue to make adjustments to the course offerings and curriculum to meet the future market demands/trends.*
- *Maintain online investment and enhance focus on face to face campus presence*
- *Expand retention and graduation efforts*
- *Focus on AACSB accreditation.*

The B.S. in Business Administration program will be re-evaluated in three years to further ascertain the program's quality, viability, and productivity.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

Program MEETS Institution's Criteria

- Program is critical to the institutional mission and will be retained.
- Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in _____.

X Program DOES NOT MEET Institution's Criteria

X Program will be placed on a monitoring status and re-evaluated in FY25.

- Program will undergo substantive curricular revisions.
- Program will be deactivated.
- Program will be voluntarily terminated.
- Other (identify/add text):

Provost or VPAA Signature:



Date:

6/1/2022

Comprehensive Program Review Report

Academic Program Name:

College or School:

Department:

Date of Last Internal Review:

Outcome of Previous Program Review (brief narrative statement, if applicable):

Current Date:

Executive Summary:

The Mission of the BSBA in the School of Business is to provide a high-quality undergraduate and graduate business degrees targeted primarily to meet Central Georgia workforce needs. Adding a track in Entrepreneurship together with a pending graduate degree in Leadership will help move the school's enrollment and attract newer students into the respective programs.

The program currently consists of 18 credit hours of 2000 level courses in Area F, a 27-credit hour Business Core, a 6 - 9 credit hour Information Technology core, and 24 - 27 credit hours in an area of concentration. The available concentrations are Accounting, Financial Economics, General Business, Management, Marketing, Supply Chain and Logistics Management.

The BSBA is available in whole or in part on the Macon, Warner Robins, Cochran, and Dublin campuses as well as online. Hybrid and partially online classes are also offered to address campus presence.

The pandemic has resulted in high enrollment in online sections. In response to strong student demand, we have expanded online sections for other concentrations. So, while face-to-face campus enrollment is down 39% (Cochran), 51% (Macon) and 88% (Warner Robins), online enrollment is up 382%. Since the pandemic demand for online versus face-to-face sections has been trending upward.

The steady decrease in on-campus enrollment at the Warner Robins was addressed by scheduling more hybrid classes to address campus presence and identity. While this move is often seen as a temporary one, a more viable approach is to build programs to specifically drive enrollment to the campus (i.e., target dual enrollment population).

Relative to AY2020-21, the accounting concentration experienced a 33.3% decline in student enrollment since AY 2016-17. All other concentrations held steady, or achieved moderate student growth. Accounting enrollment is trending downward nationwide.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

Program MEETS Institution's Criteria

- Program is critical to the institutional mission and will be retained.
- Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Program DOES NOT MEET Institution's Criteria

- Program will be placed on a monitoring status.
- Program will undergo substantive curricular revisions.
- Program will be deactivated.
- Program will be voluntarily terminated.
- Other (identify/add text):

Academic Dean Signature: *Anthony Narsing*

Dean of Graduate Studies Signature (when applicable):

Date: 4.8.2022

IERB's Comprehensive Program Review Rubric and Evaluation

Date Reviewed: 3/4/22

Program Reviewed: B.S. in Business Administration

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program

The pandemic and student preference for online courses should be considered when looking at enrollment trends for on-campus classes.

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	<i>This program has significantly positive enrollment trends and robust credit hour production</i>	<i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i>	<i>This program has negative enrollment trends and weak credit hour production</i>		The drop in enrollment across various campuses of the institution corresponds to a remarkable increase in online enrollment.
Graduation Trends USG benchmark: Bachelor's Degrees: 10 graduates/year Graduate, Associate's or Certificates: 5 graduates/year <small>Programs falling under these benchmarks are designated as "low performing"</small>	<i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is "low performing" by USG definition</i>		Excellent graduation trends, especially for 2021!

IERB's Comprehensive Program Review Rubric and Evaluation

Program Strengths of Note: The program continues to graduate an impressive number of students. A slight drop in rates during the 2019 and 2020 years has been offset by an impressive increase in 2021. The ability of the program to adapt to the demand for online courses and the demand for different concentrations is noteworthy.

Areas of Concern: The steady decrease in on-campus enrollment should be monitored closely, especially in Warner Robins. Even with extraordinary increases in online enrollment, the program and institution will suffer financial setbacks if students fail to come to campus.

Other Comments: An efficiently written narrative.



Comprehensive Program Review

FY 2021 – 2022

Institution: Middle Georgia State University

Academic Program: B.S. in Business Administration

School: School of Business

Department: Accounting & Finance and Management & Marketing

CIP Code: 520201

Date of Last Internal Review: Spring 2017

Faculty Completing Report: Carol Sargent and Stan Ketchel

Current Date: 1/31/2022

5 Year Enrollment by Campus and Graduation Trends

Enrollment

Campus	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	5 YR Growth	Fall 2017 compared to Fall 2021 only
Macon	408	365	316	262	198	-16.54%	-51%
Cochran	127	192	196	120	77	-11.76%	-39%
Warner Robins	173	159	126	86	20	-41.69%	-88%
Dublin	25	25	21	11	10		
Eastman	1		1				
Online	136	213	307	535	655	48.14%	382%
Off Campus		9	2		1		
Total	870	963	969	1014	961	2.52%	10%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For examples, fiscal year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019.

FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	5 YR Growth	FY17 compared to FY21 only
117	140	130	132	152	6.76%	30%

Program purpose and mission

The Mission of BSBA in the School of Business is to provide a high-quality undergraduate business degree targeted primarily to meet Central Georgia workforce needs.

Align of program mission with department, school, and institutional mission

The BSBA program directly supports the School's and Institution's mission by providing an undergraduate program that targets the needs of Central Georgia organizations.

Program age, tracks, concentrations, etc.

The BSBA (formerly BS in Business and Information Technology) was introduced in 1997. On April 25, 2016, the name of the program was officially changed to a BSBA. Over the years the curriculum has been periodically updated. The program currently consists of 18 credit hours of 2000 level courses in Area F, a 27 credit hour Business Core, a 6 - 9 credit hour Information Technology core, and 24 - 27 credit hours in an area of concentration. The available concentrations are Accounting, Financial Economics, General Business, Management, Marketing, Supply Chain and Logistics Management.

Accreditation information/status

Middle Georgia State University is accredited by SACSCOC.

Method(s) of delivery

The BSBA is available in whole or in part on the Macon, Warner Robins, Cochran, and Dublin campuses as well as online.

Changes since last review

In 2018, the BSBA general business concentration was offered fully online for the first time. In response to this as well as the pandemic has resulted in high enrollment in online sections. In response to strong student demand, we have expanded online sections for other concentrations. So, while face-to-face campus enrollment is down 39% (Cochran), 51% (Macon) and 88% (Warner Robins), online enrollment is up 382%.

The change in market demand increased interest in supply chain and logistics so we added a new concentration in Fall 2021.

Benchmarks of progress

Enrollment has grown 10% and graduation rates have increased 30% since last CPR review.

Plans for action

We have seen a growing interest in concentrations other than general business and plan to evaluate demand in Cochran for offering those in face-to-face formats. We also plan to add Entrepreneurship to our concentrations.

Shifting trends and market forces that may impact program demand

The pandemic has increased the demand for online versus face-to-face sections.

****The narrative should be as direct as possible and no longer than three pages.***

MEMORANDUM

March 28, 2022

To: Dr. Laura Thomason, Credentialing Officer; Dr. David Jenks, Provost; Mrs. Jennifer Jones, Operations Manager, Office of the Provost; Mr. Christopher Tsavatewa, Director of Institutional Effectiveness; Dr. Kevin Cantwell, Special Assistant to the President and IAL, SACSCOC

CC: Pam Booker, Executive Director, Human Resources

From: Carol Sargent

Re: Re-Credentialing of faculty members CPR Year 2021-2022 School of Business, Department of Accounting and Finance

Academic Year 2021-2022 Roster

Instructor Last, First Name	MGA ID (983)	Full-Time or Part-Time
Achilles, Wendy		Part-Time
Sargent, Carol		Full-Time
Shinn, Earl		Full-Time
Simpson, Susan		Part-Time
Sullivan, Troy		Full-Time
Tabor, Brent		Part-Time
Zamzow, Benjamin F		Part-Time
Alhaj-Yaseen, Yaseen S		Full-Time
Anzalone, Jono		Part-Time
Bice, Douglas		Full-Time
Burnham, Lyndon		Part-Time
Floyd, Tabitha A		Full-Time
Ford, Wilhelmina H		Full-Time
George, John Gregory		Full-Time
Gleaton, Katherine L		Part-Time
Massey, Amy		Part-Time
McAlum, Harry Gene		Full-Time
Pickering, Emiley		Part-Time
Ryerson III, Frank		Full-Time

Recognizing that qualified, effective faculty members are essential to the execution of Middle Georgia State University's mission and to ensure the quality and integrity of its academic program, each academic program will undergo faculty re-credentialing and review during their calendared comprehensive program review year.

As of AY22, the above faculty members in the Department of Accounting and Finance, School of Business, hold adequate credentials and/or qualifications for meeting program goals and objectives and the student learning outcomes of the courses assigned.

This memo serves as an attestation that department leadership has:

1. Reviewed MGA's Faculty Handbook and Appendix 1: Faculty Credentialing Guidelines (Approved and Updated 4/2/21)
2. Reviewed MGA's historical faculty rosters (Fall 2019 to Spring 2022)
3. Reviewed each individual faculty member's file
4. Updated the file as appropriate to reflect any changes
5. Secured or updated any documents needed to authenticate credentials and/or qualifications (e.g., transcripts, licensure certificates, etc.)
6. Discussed with the faculty member any changes in their course credentialing status
7. Reviewed faculty credentialing records and changes with the institution's Faculty Credentialing Officer as needed

In signing this memo, the department and school leadership attest that all rostered faculty referenced above hold appropriate credentials and/or qualifications that are justified and documented, and submit them for review to MGA's Faculty Credentialing Officer.

Note: while faculty re-credentialing occurs in conjunction with the CPR cycle (3 years for new programs and 5 years for existing programs), department leadership are required to maintain documentation of appropriate credentials and/or qualifications annually as captured by the faculty roster, to account for changes in course assignment or new qualifications secured between CPR cycles.

Department Chair: Carol Sargent

Date: 3-28-2022.

Dean: A. Nansing

Date: 3-28-22

In signing this memo, Faculty Credentialing Officer affirms that the above-referenced faculty hold appropriate credentials and/or qualifications and that those credentials are justified and documented per MGA policy and procedure. A copy of this memo shall be included in the file of each referenced faculty member.

Faculty Credentialing Officer: Laura J. Howson

Date: 04/15/2022

1. Note: Appendix 1: Department of Accounting and Finance Faculty Roster (Fall 2019 to Spring 2022)

MEMORANDUM

April 18, 2022

To: Dr. Laura Thomason, Credentialing Officer; Dr. David Jenks, Provost; Mrs. Jennifer Jones, Operations Manager, Office of the Provost; Mr. Christopher Tsavatewa, Director of Institutional Effectiveness; Dr. Kevin Cantwell, Special Assistant to the President and IAL, SACSCOC

CC: Pam Booker, Executive Director, Human Resources

From: Stan Ketchel, Chair, Management and Marketing

Re: Re-Credentialing of faculty members CPR Year 2021-2022 School of Business, Department of Management and Marketing

Academic Year 2021-2022 Roster

Instructor	MGA ID	Full-Time or Part-Time
Adsit, Andrew		Part Time
Aiken, Charles F		Full-Time
Alhaj-Yaseen, Yaseen S		Full-Time
Aljabari, Maram K		Part Time
Anzalone, Jono		Part Time
Bice, Douglas		Full-Time
Burnham, Lyndon		Part Time
Carty, William		Full-Time
Connair, Laura		Part Time
Cook, Michael		Part Time
Courts, Bari		Part Time
Erhardt, Richard		Part Time
Floyd, Tabitha A		Full-Time
Ford, Wilhelmina H		Full-Time
George, John Gregory		Full-Time
Higley, Jason		Part-Time
Kang, Kyung Woo		Full-Time
Ketchel, Stanley J		Full-Time
Key, Robby A		Part Time
Ligon, Anderson		Part Time
Lister, Gary L		Part Time
Madadi, Rozbeh		Full-Time
Massey, Amy		Part Time
Mathis, James A		Part Time
Millazzo-Boban, Andrea		Part Time
Moffett, Keith		Part Time
Narsing, Anthony		Full-Time
Orellana, Franklin		Part Time

Parkerson, Robin	Part Time
Phipps, Simone	Full-Time
Pickering, Emiley	Part Time
Riley, Elizabeth A	Full-Time
Rumney, Cynthia C	Part Time
Sanders, William T	Full-Time
Shinn, Earl	Full-Time
Smith, Terry J	Part Time
Sullivan, Troy	Full-Time
Tabor, Brent	Part Time
Tufts, Winfield	Full-Time
Tyler, Charles	Part Time
Vigness, Rachel	Part Time
Williams, Jerry L	Full-Time
Wright-Babb, Danielle	Part Time
Zamzow, Benjamin F	Part Time

Recognizing that qualified, effective faculty members are essential to the execution of Middle Georgia State University's mission and to ensure the quality and integrity of its academic program, each academic program will undergo faculty re-credentialing and review during their calendared comprehensive program review year.

As of AY22, the above faculty members in the Department of Management and Marketing, School of Business, hold adequate credentials and/or qualifications for meeting program goals and objectives and the student learning outcomes of the courses assigned.

This memo serves as an attestation that department leadership has:

1. Reviewed MGA's Faculty Handbook and Appendix 1: Faculty Credentialing Guidelines (Approved and Updated 4/2/21)
2. Reviewed MGA's historical faculty rosters (Fall 2019 to Spring 2022)
3. Reviewed each individual faculty member's file
4. Updated the file as appropriate to reflect any changes
5. Secured or updated any documents needed to authenticate credentials and/or qualifications (e.g., transcripts, licensure certificates, etc.)
6. Discussed with the faculty member any changes in their course credentialing status
7. Reviewed faculty credentialing records and changes with the institution's Faculty Credentialing Officer as needed

In signing this memo, the department and school leadership attest that all rostered faculty referenced above hold appropriate credentials and/or qualifications that are justified and documented, and submit them for review to MGA's Faculty Credentialing Officer.

Note: while faculty re-credentialing occurs in conjunction with the CPR cycle (3 years for new programs and 5 years for existing programs), department leadership are required to maintain documentation of appropriate credentials and/or qualifications annually as captured by the faculty roster, to account for changes in course assignment or new qualifications secured between CPR cycles.

Department Chair: Stacy J. Hartsel

Date: 4/18/2022

Dean: A. Nanning

Date: 4.18.2022

In signing this memo, Faculty Credentialing Officer affirms that the above-referenced faculty hold appropriate credentials and/or qualifications and that those credentials are justified and documented per MGA policy and procedure. A copy of this memo shall be included in the file of each referenced faculty member.

Faculty Credentialing Officer: Laura Thomas

Date: 04/18/2022

1. Note: Appendix 1: Department XXXXXXXXXXXXXXXXXXXX Faculty Roster (Fall 2019 to Spring 2022)