



Comprehensive Program Review

University System of Georgia

CPR Report Submitted!

Thank you for submitting a **Comprehensive Program Review Report**. Below is the information you sent on June 30, 2003. *Please note* this is a temporary web page and cannot be bookmarked. You may wish to print this page for your records. You will also receive confirmation via email.

- 1 **Name:** Edwin A. Rugg
- 2 **Title:** Director, Center for Institutional Effectiveness
- 3 **Daytime phone:** 770 499 3609
- 4 **Email:** erugg@kennesaw.edu
- 5 **Institution:** Kennesaw State University
- 6 **Review Status:** Non-triggered Review
- 7 **Degree level:** Bachelors
- 8 **Degree acronym:** BBA
- 9 **Degree/Major:** BBA with a major in Accounting
- 10 **CIP Code:** 52030100
- 11 **College,** Coles College of Business
School/Division:
- 12 **Department:** Department of Accounting
- 13 **CPR Plan** Yes
followed:
- 14 **Future institutional** Maintain at present level
plans for program:
- 15 **Plan for resources** maintain
in this program:
- 16 **Supplemental file:** CPR FINDINGS to BOR - Accounting.doc
- 17 **File Type:** MS Word
- 18 **CPR Web Addr.:** www.kennesaw.edu/ie

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**CPR FINDINGS AND PLANS
FOR THE
B.B.A. WITH A MAJOR IN ACCOUNTING
AT KENNESAW STATE UNIVERSITY**

**MAJOR FINDINGS ON THE PROGRAM'S QUALITY, PRODUCTIVITY, &
VIABILITY**

The program's self-study and the University Program Review Committee generally agreed about the many strengths of this program. However, the Council's did not rate the program as highly as it rated itself in the overall quality and overall productivity. Ratings of strong were assigned in both of those areas by the Council, which also judged the program to be very viable. Nearly two-thirds of the quality indicators (9 of 15) were judged to be strong or very strong by the UPRC, including curricular adherence to national standards (the program is one of only 150 separately accredited in accounting by the AACSB), the faculty, facilities and equipment, use of advanced instructional technology, advising (the Accounting Resource Center is especially impressive), preparation of graduates, program recognition, faculty honors, stakeholder satisfaction, and responsiveness to change. Opportunities cited for quality improvement included expanding the curriculum to include a business information systems focus, increasing operational budgets, developing web-based advisement information, increasing faculty diversity and global perspectives in the curriculum, increasing external funding (grants, gifts, endowments), strengthening visibility and recognition of program achievements, strengthening follow-up of graduates, documenting selectivity and achievement of majors, and building upon AICPA's Core Competencies Model to articulate student learning outcomes. Almost all of the productivity indicators (11 of 12) were rated by the Council as strong or very strong. With 467 declared majors in Fall 2002, a strong graduation rate, and an average of 96 graduates per year for FY00, FY01, and FY02, this program is one of KSU's most popular and most productive. It ranks second to UGA in annual degree productivity. The faculty's instructional productivity is very strong, and the program's cost-effectiveness is also strong. The curricular design of the program is very efficient, and the scheduling frequency of required courses is very strong. Its contribution to KSU's mission is very strong. The one weakness cited by the Council concerned a noticeable trend of declining student interest in accounting and degree productivity. The number of degrees conferred in accounting dropped from 149 in FY98 to 84 in FY02. Similarly, the number of declared majors dropped from 553 in Fall 1998 to 407 in Fall 2002. The changing nature of the field with greater technical emphasis on business information systems and the institution nationally of a fifth year of collegiate study to sit for the CPA exam appear to have had a dampening impact on enrollments in accounting. The Council called for more specific plans and timetables for achieving planned program improvements and for increased monitoring and attention to declining enrollment.

**PLANS FOR IMPROVING THE PROGRAM'S QUALITY, PRODUCTIVITY, &
VIABILITY**

Some of the more notable plans for improvement include: adding full-time faculty lines to support the development of the business information systems component of the program;

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enhancing the marketing of the program and articulating its advantages to prospective majors; continuing efforts underway to align the curriculum with AICPA's Core Competencies Model and enhance related assessment initiatives; continuing an emphasis on expanding the faculty's scholarship productivity; seeking additional ways to leverage technology in course delivery and management; continuing an emphasis on expanding the faculty's scholarship productivity; continuing efforts to expand the program's interaction with external constituencies; capitalizing further on prime opportunities for gifts and support from the accounting and business community; and contributing to college-wide preparations for AACSB reaccreditation in 2004.

NEW RESOURCE ALLOCATIONS FOR IMPROVEMENT

Kennesaw State's funding and expenditures per FTE student have been substantially below average throughout the university's relatively brief history. New funding and facilities have lagged KSU's exceptional rate of growth over the years. Consequently, the student/faculty ratio at KSU is exceptionally high, and the institution would need another 150 full-time faculty to reach the average of the other state and regional universities in the USG. In that context, there is substantial justification for enhancing most degree programs with additional investments in full-time faculty support. However, this review and its recommendations were completed in the context of a statewide and national economic downturn, significant budget cutbacks in the State's, the University System's, and KSU's operating budgets, and little prospect of KSU receiving special catch-up funding from state appropriations in the near term.

The Council was complimentary of the program's redirection of vacant faculty lines for the strengthening of the BIS initiative, but was reluctant to recommend additional enhancement until concerns over declining enrollment were addressed. Funding for any enhancements were expected to come from institutionally redirected and self-generated sources. External funding from gifts, grants, or special fees was expected.

PLANS FOR INCREASING PROGRAM PRODUCTIVITY ABOVE THRESHOLD

Not applicable. This program was not triggered for special review by the System Office.