



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
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- 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 Management
- 10 **CIP Code:** 52020100
- 11 **College,** Coles College of Business
School/Division:
- 12 **Department:** Department of Management & Entrepreneurship
- 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 - Management.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 MANAGEMENT
AT KENNESAW STATE UNIVERSITY**

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

The program's self-study and the University Program Review Committee were in substantial agreement about the many strengths of this extremely popular program. The Council rated the program's overall quality as strong, its overall productivity as strong, and the program as very viable. Two-thirds of the quality indicators (10 of 15) were judged to be strong or very strong, including curricular adherence to national standards (AACSB accredited), the faculty, facilities and equipment, use of advanced instructional technology, advising, preparation of graduates, diversity and global perspective, program honors and recognition, success of graduates, stakeholder satisfaction, and responsiveness to change. Opportunities cited for quality improvement included increasing operational funding, seeking additional gift and grant support, strengthening student selectivity and documenting student achievement, and promoting faculty honors and achievements. Three-fourths of the productivity indicators were judged to be strong or very strong. Management is the most popular major in the Coles College and has been first or second in popularity among the university's students for many years. In Fall 2002, there were 741 declared majors in management which was up 20% from 618 five years earlier in Fall 1998. Likewise, this program is one of KSU's most productive, graduating an average of 171 students per year in FY00, FY01, and FY02, making it second to UGA in management degree productivity within the USG. The highly efficient design of the B.B.A. program and its well-balanced course scheduling yield a strong graduation rate. A disproportionately large number of endowed chair holders (3) and others with significant administrative assignments skew the indicators of the program's instructional productivity and cost-effectiveness which were rated as satisfactory. Student diversity was an area cited as needing improvement. The Council was complimentary of the overall strength of this program which was considered central to KSU's mission.

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 this exceptionally large and popular program; restructuring current international course offerings to augment multicultural and global perspectives; continuing an emphasis on expanding the faculty's scholarship productivity; seeking additional ways to leverage technology in course delivery and management; continuing efforts to expand the program's interactions with external constituencies; capitalizing further on prime opportunities for external gifts and support from the business community; refining further the sequence and frequency of required course scheduling; enhancing promotional and Web-based advisement materials; reducing the number of elective course offerings with lower enrollments; reassessing reassigned time from

teaching among the endowed chair holders and administrative faculty; mentoring part-time and adjunct

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faculty in their instructional responsibilities; 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 self-study and the Council recommended maintaining the program at its current resource levels. However, sustained enrollment growth may require enhancement involving additional faculty positions. Funding for such enhancements would come from institutionally redirected and self-generated sources. Solicitations of gift support from the business community were also expected.

PLANS FOR INCREASING PROGRAM PRODUCTIVITY ABOVE THRESHOLD

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