



Comprehensive Program Review

University System of Georgia

1. **Review the information below for accuracy (#1 - 15).**
To make corrections, click the *Make Changes* button and return to the previous page.
2. If all information appears correct, complete the CPR Report by clicking on the **Browse button** below (#16) and select your supplemental document to include with this report.
Be sure to also select the correct file type (#17). (MSWord is the default.) Complete field #18 if applicable.
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CPR Report Form

- 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:** Triggered Review
- 7 **Degree level:** Bachelors
- 8 **Degree acronym:** BBA
- 9 **Degree & Major:** BBA with a major in Operations & Purchasing
- 10 **CIP Code:** 52020500
- 11 **College,** Coles College of Business
School/Division:
- 12 **Department:** Department of Management & Entrepreneurship
- 13 **Was CPR Plan** Yes
followed:
- 14 **Future institutional** Maintain at present level
plans for program:
- 15 **Plan for resources** maintain

in this program:

16 Click Browse to include your supplemental document with this report.

17 File Type: MS Word WordPerfect PDF Zip file

18 Web Address for documents with more detailed information about this CPR Report. (if applicable)

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

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

The University Program Review Council judged this program to be strong in quality and satisfactory in productivity for a relatively new degree program. The Council recognized the program's potential, but reserved judgment on its viability. In general, the program's self-evaluations were often higher than the University Council's ratings on the various indicators of program quality and productivity. Most of the quality indicators (10 of 15) were judged by the Council to be strong, including the faculty, use of advanced instructional technology, advising, global perspective, endowments (has an endowed Carastar Professor of Operations Management), program recognition, student honors, success of graduates, stakeholder satisfaction and responsiveness to change. Only one of the productivity factors (cost-effectiveness) was judged to be weak. On the other hand, since so many of the courses required for this major are also required of the management majors (a very popular program), student enrollments in required courses for this program were judged to be very strong overall. Many productivity indicators were considered to be "satisfactory" given the program's early stage of development. Because this program had been in existence for only a few years, the Council believed that a definitive judgment about the program's viability was premature, and that student recruitment into this major should be one of the program's most important strategic goals. The Council recommended further development of the program's specific strategic goals and action plans.

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

Some of the most notable plans for improvement revolve around a restructuring of the major's required and elective courses to make them more attractive to students and employers. Curricular revisions are intended to better balance the attention given to the service and manufacturing sectors. Operations and Purchasing faculty members have actively solicited input from businesses and community leaders, and that input has contributed to curricular restructuring. The existing requirements may have overemphasized manufacturing. The longer-term viability of this program continues to be under review by the Coles College and the Department of Management & Entrepreneurship.

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

Operations & Purchasing
Page 2

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.

No major new resource allocations were recommended or endorsed for this program's improvement. Additional investments are unlikely until the program's productivity improves.

PLANS FOR INCREASING PROGRAM PRODUCTIVITY ABOVE THRESHOLD (A TRIGGERED PROGRAM)

This program was initially "triggered" for special review by the System Office because its degree productivity during the period from FY98 to FY00 averaged 1.7 graduates per year. That average was somewhat misleading, however, since the program was new and had only been in existence for two of the three years in question. The number of graduates from the program increased from 1 in FY99 to 4 in FY00, and to 8 in FY01, but fell back to 1 in FY02. The number of declared majors has nearly doubled in five years from 12 in Fall 1998 to 22 in Fall 2002, but those numbers are substantially below the critical mass needed to exceed the threshold for annual degree completions in the foreseeable future. The program's enrollment continues to be dwarfed by the major in management which enrolled nearly 500 in Fall 2002. The curricular restructuring that is

underway is expected to make the program more attractive to students, many of whom may currently be pursuing the management major. Other plans to boost the recruitment, engagement, and graduation of majors in Operations & Purchasing have not yet been finalized.