



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 Professional Sales
- 10 **CIP Code:** 52140101
- 11 **College,** Coles College of Business
School/Division:
- 12 **Department:** Department of Marketing & Professional Sales
- 13 **CPR Plan** Yes
followed:
- 14 **Future institutional** Expand and enhance
plans for program:
- 15 **Plan for resources** add
in this program:
- 16 **Supplemental file:** CPR FINDINGS to BOR - Professional Sales.doc
- 17 **File Type:** MS Word
- 18 **CPR Web Addr.:** www.kennesaw.edu/ie

< < [Submit Another CPR](#)

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

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

The professional sales program is unique within the USG and is only one of four in the nation. The Coles College is the only AACSB accredited unit with a professional sales program in the Southeast. In 1988, KSU's professional sales concentration in the marketing major became a stand-alone major in order to enhance its focus on and connections with the exceptionally large sector of sales professionals in Atlanta's business community. Although student identification with this progressive program is substantially lower than with the traditional marketing major, the professional sales program maintains very strong cost-effectiveness by requiring its students to take many of the same courses which support the highly popular marketing major. Substantial interest in and investment from sales professionals in the Atlanta business community support the continuing development and expansion of this program, its forward-thinking faculty, and its newly established Center for Professional Sales.

The program's self-study and the University Program Review Council were in substantial agreement about the strengths and potential of this relatively new major program. The UPRC rated this program's overall quality as very strong, its overall productivity as strong, and the program as viable. Almost all of the quality indicators (13 of 15) were judged to be strong or very strong including: curricular adherence to national standards (AACSB accredited), the faculty, facilities & equipment, operational funding, use of advanced instructional technology (the labs and resources of the Center for Professional Sales are especially impressive), advising, preparation of graduates, external support (has an endowed professorship), stakeholder satisfaction, and responsiveness to change. Opportunities cited for quality improvement included expanding diversity and global perspective in the curriculum and strengthening student selectivity. Two-thirds of the productivity indicators (8 of 12) were rated by the Council as strong or very strong including efficiency of the B.B.A.'s curricular design, balance of day and night course scheduling, enrollment in required courses, faculty's instructional productivity, program's cost-effectiveness, responsiveness to demand for graduates, ranking in the USG, and contribution to KSU's mission. Opportunities cited for productivity improvement included increasing the number of declared majors--especially at the upper division level (the total number has fluctuated at a low level from 34 to 44 over the past five years), increasing the number of degree completions per year (averaged 18 graduates for FY00, FY01, and FY02), increasing the graduation rate of majors, and increasing the gender and ethnic diversity of students in the program. The UPRC urged the department to expand its efforts to better differentiate the professional sales program from the marketing program so that students can be assigned and tracked appropriately. Overall, the Council found the program to be unique and attractive with great potential which has yet to be fully tapped.

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

Some of the more notable plans for improvement include: fully implementing the labs and resources of the Center for Professional Sales with its advanced instructional technology; 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 external gifts and support from the professional sales and business community; expanding the faculty with expertise in professional selling with special attention to minority recruitment; strengthening follow-up with alumni of the program; expanding promotional efforts, student recruitment, and retention efforts; 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.

Because of the program's great potential and impressive accomplishments to date, the Council was supportive of a recommendation to enhance the program through the addition of another faculty position. Funding for such program enhancement was expected to come from institutionally redirected and self-generated sources. Continued efforts to secure external gifts and support from the business community was also expected.

PLANS FOR INCREASING PROGRAM PRODUCTIVITY ABOVE THRESHOLD

Not applicable. This program was not triggered for special review by the System Office in 2001. The three-year average of degrees conferred in the 2001 report from the System Office showed 26 graduates per year (19 in FY98, 37 in FY99, and 22 in FY00). In 2001, the CIP code for this program was corrected and changed in the USG database. Consequently, the 2003 update from the System Office showed this program as having fewer than 10 graduates per year because none of the 22 graduates previously reported for the program in FY00 under the former CIP code were showing up in FY00 under the corrected CIP code. Thus, the 2003 update from the System

B.B.A. Professional Sales
Page 3

Office which shows an average of 8 graduates per year in professional sales (0 in FY00, 14 in FY01, and 10 in FY02) is in error. The actual three-year average for this program once the CIP code correction is taken into account is 15 (22 in FY00, 14 in FY01, and 10 in FY02). The program should not have been triggered in 2003 for special review. Planned program improvements should enable the program to remain above the Regents' threshold in the future.