



University Council

January 18, 2019

UNIVERSITY CURRICULUM COMMITTEE – 2018-2019

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Undergraduate Student Representative – Ali Elyaman

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Dear Colleagues:

The attached proposal from the Terry College of Business to deactivate the major in General Business (B.B.A.), Online only, will be an agenda item for the January 25, 2019, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Interim Provost Libby V. Morris

Dr. Rahul Shrivastav

OUTLINE FOR DEACTIVATION OR TERMINATION OF A GRADUATE OR UNDERGRADUATE DEGREE PROGRAM

1. **Institution:** University of Georgia **Date:** October 26, 2018
2. **School/College:** Terry College of Business
3. **Department/Division:** Terry College of Business Dean's Office
4. **Program Degree:** Bachelor of Business Administration (B.B.A.)
 Major: General Business Program (Online only)
 Campus: Online only
5. **Deactivation or Termination:** Deactivation
6. **Last date students will be admitted to this program:**

Students will not be admitted to the online general business program past the summer 2019 term. It is important to note that we are essentially asking to suspend admissions only to the undergraduate online business program. The undergraduate general business degree is offered online and on UGA's Griffin campus. The general business degree will continue to be offered on the Griffin campus.

7. **Last date students will graduate from this program:** Spring 2022

8. **Abstract of the deactivated or terminated program:**

Provide a brief summary of the deactivated or terminated program that includes an overview and highlights of the response to the criteria in Section II.

When proposed, the online B.B.A. degree completion program was envisioned as an opportunity to serve working adults and military personnel who had earned some college credit and wanted to pursue a bachelor's degree in business. With enrollment less than 35% of original projections, demand for the online degree completion program has not met expectations. At the same time, the Terry College has experienced rising demand and tremendous growth in its on-campus undergraduate business programs. Suspending the online degree completion program will allow the College to better meet the demand for its residential programs.

Conditions for Deactivating or Terminating Programs

The deactivation (temporary suspension) or termination (discontinuation) of programs is expected to address satisfactorily the conditions listed below in order to be approved and implemented within the University of Georgia. Please provide sufficient information to confirm each condition.

1. **Provide copies of the studies and decision that warrant deactivation or termination of the program.**

The online B.B.A. program is a degree completion program that allows students who have completed the general education requirement (first 60 hours) the opportunity to complete the B.B.A. degree online. When proposed, the online B.B.A. program was envisioned as an opportunity to serve working adults and military personnel who had earned some college credit and wanted to pursue a bachelor's degree in business

The primary challenge for this program is the lack of a critical mass of individuals seeking degree completion. In addition, among those seeking degree completion, most have not completed the general education courses required for admission. Lack of required courses for admission has necessitated sending potential applicants to other institutions for these online courses, which has reduced the likelihood that they ultimately complete their degrees at UGA.

As a result of these challenges, demand for the online degree completion program has not met expectations. The current enrollment in the program is less than 35% of original projections. At the same time, the Terry College has experienced rising demand and tremendous growth in its on-campus undergraduate business programs. Based on data from the Office of Institutional Research, Terry College undergraduate programs have increased enrollment of over 21% from fall semester 2014 to fall semester 2017. Suspending the online degree completion program will allow the College to better meet the demand for its residential programs.

To our knowledge, none of our aspirant business schools offer an online undergraduate general business degree completion program and only three peer business schools do (Arizona, Iowa, and Florida). The relatively few offerings are likely indicative of the challenges faced with online degree completion programs and competing pressures/opportunities to serve high-demand on-campus programs. There are at least three other in-state online B.B.A. programs (Columbus State University, Georgia Southwestern State University, and Kennesaw State University) available to serve the in-state demand for online undergraduate business degrees.

2. State the reasons for deactivating or terminating the program.

The Online B.B.A. program, developed under the prior College leadership, was envisioned as an opportunity to serve a critical mass of working adults who have attended college but never completed a degree. Initial projections estimated an entering class of 120 students per year, with a total enrollment of 388 students by 2018-19. Unfortunately, the demand for the program has not met expectations, with no critical mass of students realized from employers or two-year institutions (two envisioned sources of students in the program). Instead, the vast majority of students in the program have been identified through marketing efforts, with each student having a unique path to meet the prerequisites for program admission (i.e., to reach the 60 hour pre-program credits needed to enter the program). This has proven to be a very hands-on and time-intensive on-boarding process. As of fall 2018, 102 students are enrolled in the program. The program offers 20 classes annually, with each student scheduled to take six classes (2-3 classes per fall, spring, and summer).

Both the intent of the program's vision and the scale of its impact have not been realized. At the same time, the Terry College has experienced rising demand and tremendous growth in its on-campus undergraduate business programs. Based on data from the Office of Institutional Research, Terry College undergraduate programs have increased enrollment of over 21% from fall semester 2014 to fall semester 2017. Suspending the online degree completion program will allow the College to better meet the demand for its residential programs.

3. State the plans for allowing those students already in a program to complete degree requirements, including specific information on a.) how students will be notified of the program termination and b.) how students will be counseled on completing the program.

Students entering the program will take 8 semesters, including summer, to complete the program. This requires students to take 2-3 classes a semester. Obviously, some students take less time if they come in with more than 60 credit hours. The program offers classes using a cohort system from the time the student is admitted to the program. The Terry College plans to continue offering the cohort sequence of classes through spring 2022 (which should provide ample time for current students to complete the program). After this time, students who have not completed the program will be given the opportunity to complete the online program using many of the summer online courses offered by the College, as well as through any course offerings offered during the fall and spring semesters.

Upon suspension of admissions to the program, students in the program will be provided a letter outlining the plan to deactivate the program. The Program Coordinator will be available to answer questions current students might have regarding the pathway to completing their degrees. The staff of the online program will continue to provide advising for students.

4. What will be done to minimize the impact of termination of the program upon the personal and professional lives of the faculty and staff involved, specifically a.) how will faculty and staff be notified of the termination and b.) how will faculty and staff be re-deployed?

Two staff members are solely dedicated to the online program: a Program Coordinator and a Student Affairs Professional I. Support staff include individuals in the Office of Marketing and Communications, Office of Instructional Technology, and other support offices in the College. No faculty are solely dedicated to the online program.

The Student Affairs Professional I allocates 50-60% of her time to the online program. As the time necessary to maintain the online program decreases, this position will be transitioned into our advising group. The Program Coordinator currently works remotely. As we plan to offer classes related to the cohort course sequence through spring 2022, we will use this time to discuss options to utilize her in a different capacity. The employment status of the staff that are tangentially associated with the program will not be impacted. The employment status of the faculty currently teaching in the program will also not be impacted.

5. What will be done to insure that deactivation or termination of the program does not weaken other programs (graduate, undergraduate, or professional) for which the department may be responsible?

The deactivation of the online B.B.A. program will not negatively impact other programs in the College. While the College offers one other online program, the Master of Business and Technology (M.B.T.) housed in the Department of Management Information Systems, there is no link between the two programs. Undergraduate business students in Griffin are given limited access to online B.B.A. classes. In the absence of these online offerings, students in the Griffin Program will have the opportunity to take face-to-face courses from the Griffin faculty.

6. What plans, if any, is there for subsequent reactivation or reinstatement, respectively, of the deactivated or terminated program?

There are no plans for subsequent reactivation. If new information related to the status of online education at UGA, through the USG, or the relevant market drives a need to reactivate the program, we will send a proposal to the president requesting that he reactivate the program. If at the end of two years such a proposal is not put forward, the program should be terminated.

Approvals on File

Proposal: Deactivate the major in General Business (B.B.A.), Online only

College: Terry College of Business

Proposed Effective Term: Fall 2019

School/College:

- Terry College of Business Associate Dean, Dr. Henry Munneke, 12/7/2018
- Terry College of Business Dean, Dr. Benjamin Ayers, 10/26/2018