

New Academic Degree Program Authorization Pre-Proposal Form

New Academic Program Pre-Proposal Process

New academic program pre-proposals are initiated and developed by the faculty members. Approval of the pre-proposal must be obtained from department chairs and college deans or equivalent administrators before submission for Academic Affairs level review and consideration for inclusion in the University's Annual Work Plan.

Directions: Please provide a succinct, yet thorough response to each section. Obtain the Provost's signature, and submit the proposal via [CAVP Academic Coordinating Group webpage](#) for review by the Council of Academic Vice President's Academic Coordination Project Workgroup.

Institution	Florida Atlantic University
Degree Program Title (e.g. M.A. in Biology)	Bachelor of Arts - Integrated Business major
CIP Code	52.0101
Proposed Delivery Mode (% online, if applicable)	Face to face and online (100% in both modes)
Enrollment Projections (Headcount): Year 1 and Year 5	Year 1 – 175 Year 5 - 348
Proposed Implementation Date (e.g. Fall 2017)	Fall 2023
Emphasis: (STEM, Health, Global, other)	
Other Programs in the SUS (Including Enrollment and Degrees):	<p>USF – Bachelor of Science – General Business (Fall 2018 enrollment 1017, 2017-2018 degrees 215)</p> <p>UCF – Bachelor of Science in Business Administration – Integrated Business (Fall 2018 enrollment 2139, 2017-2018 degrees 455)</p> <p>FSU – Bachelor of Science in Business Administration (Fall 2018 enrollment 113, 2017-2018 degrees 64)</p> <p>UWF – Bachelor of Science of Bus. Administration in General Business (Fall 2018 enrollment 328, 2017-2018 degrees 32)</p>

Program Summary: *(Briefly describe the proposed program)*

1. Briefly summarize the overall rationale for the new academic program and consider the following in your narrative:
 - Nature of the proposed curriculum, including areas of emphasis.
 - Ways in which the proposed program is distinct from others already offered in the SUS (use the 4-digit CIP as a guide).
 - How this program supports specific university and SUS missions.
 - Collaborative opportunities with other SUS institutions as appropriate (maximum length 250 words).

The Bachelor of Arts with a major in Integrated Business undergraduate program provides a breadth of knowledge in core areas of business. The generalist program focuses on essential business areas, including accounting, finance, economics, international business, technology, management, law, and marketing. In addition, business communication will be a prominent part of the curriculum. The program, very similar other at FSU, UCF, USF, and UWF, is designed for students seeking broad-based skills to succeed in a rapidly evolving business world. The degree is designed to be completed in 120 credit hours.

The program supports community engagement and economic development platforms of FAU's strategic plan (also part of the SUS strategic priorities), while also addressing the SUS strategic goal of productivity. As stated in our proposal, we believe that this efficient program will fill a void in our educational catalog by supporting the SUS productivity goal of "increasing the educational attainment level of its citizens ... [while] becoming more efficient in awarding degrees". In short, this program is very efficient, with a curriculum that addresses workforce and economic development needs of the state.

We believe there will be collaborative opportunities with our local state colleges. The degree addresses needs of current Associate of Arts 2+2 transfer students who come to FAU. It will be especially attractive to AA transfers who are already in the workforce. Many of these students want an efficient credential that meets their professional needs for enhanced business skills while also increasing opportunities for career advancement.

Student Demand: *(Describe the demand in the SUS for the proposed program)*

2. Briefly describe the student demand for the proposed program and consider the following in your narrative:
- Explain why a student would be interested in this program.
 - Recognizing that programs at different levels may require different degrees of justification (e.g., greater duplication may be warranted at undergraduate and master's degree levels), indicate why duplicative programs should be warranted.
 - Numbers of graduates and students enrolled in similar programs currently offered online or face-to-face. For assistance, see the Board of Governors interactive data source, <http://www.flbog.edu/resources/iud/>.
 - As applicable: place-bound learners, underserved populations in the field/profession, and professional credentials requirements. (maximum length 250 words)

The degree is ideally suited for working professionals who wish to enhance their job skills and their professional credentials. It is ideal for non-traditional students who have accumulated credits from other universities and state colleges who wish to obtain a solid generalist degree to enhance their personal development and career opportunities. The curriculum is designed to prepare students for the evolving, diverse business environment with breadth, as well as critical thinking, problem solving, and communication, skills. Additionally, the program provides a broad-based understanding of the larger social contexts, including globalization, that impact commerce.

Since the program is a generalist degree, there are no tracks/concentrations, but general thematic areas (e.g. financial systems, technology, management, marketing and promotion, and international business) students are exposed to provide a range for understanding global business systems. Similar programs are offered in four other SUS institutions. As we see from other large SUS business schools, the demand is high for programs like this. For example, the similar degree at UCF has over 2000 enrolled and grants over 450 degrees annually. We believe our enrollment demand will be less than at UCF, but still strong with an estimate of 350 FTE enrolled by year five.

Workforce and Economic Development Needs: *(Describe how the proposed program meets workforce and economic development needs)*

3. Briefly describe how the proposed program meets workforce and economic development needs and consider the following in your narrative:
- Impact of this program (local, state, national, and international).
 - Impact of research funding.
 - Changing of professional credential requirements. (maximum length 250 words)

Among the primary sectors of industrial job growth in our region are professional, scientific, and technical services; administrative and support services; merchant wholesalers of durable goods; and public local government service (South Florida Economic Opportunity – Bureau of Labor Statistics). A strong generalist business undergraduate offering will deliver a solid foundation for success for graduates to go into these sectors.

We believe that the program provides a strong background for graduates going into a variety of fields, but especially the professional and business services industry sector, which is the second largest category for employment in the Miami-Ft Lauderdale-West Palm Beach metropolitan statistical area (MFW MSA). The most recent Bureau of Labor Statistics report (Nov. 2019) states that the “three industry supersectors [that] accounted for almost three-quarters of the jobs gained in the Miami area from November 2018 to November 2019 are: education and health services, **professional and business services**, and government.” The Bureau of Labor Statistics estimates approximately 462,000 employed in this sector in the MWF MSA, a 1.6% increase since 2018. With an annual growth rate of over 7,000 local jobs, we believe there is a need for more graduates to address the increase.

With rapidly changing technologies and societal priorities, there will be a need for business generalists with the knowledge and skills to quickly adapt. The program we are developing will contain, in addition to exposure to all the key functional areas of business, other applicable skills that include communication, critical thinking, and analytical components.

I support the exploration of this degree proposal.

Bret Danilowicz

Print Provost's Name



Provost's Signature

3/19/20

Date