

Pittsburg State University

B.B.A. in Business Studies

Program Approval

I. General Information

A. Institution Pittsburg State University

B. Program Identification

Degree Level: Bachelor's
Program Title: Business Studies
Degree to be Offered: Bachelor of Business Administration
Responsible Department or Unit: Kelce Undergraduate School of Business
CIP Code: 52.0101 (Business/Commerce, General)
Modality: Face-to-Face
Proposed Implementation Date: Fall Semester 2022

Total Number of Semester Credit Hours for the Degree: 120

II. Clinical Sites: Does this program require the use of Clinical Sites? No

III. Justification

Many institutions successfully offer undergraduate generalist business degrees, including those accredited by AACSB. Some smaller schools do not designate disciplinary majors but rather grant degrees in “business” or “business administration.” Larger business schools that do offer disciplinary majors often also offer a generalist major under a variety of titles. Such programs are structured whereby students choose from a menu of upper-division business courses selected across traditional disciplinary boundaries after completing a business college core and the university’s general education requirements. These programs are attractive to students for a variety of reasons, including:

- Generalist business programs allow students to customize their education to fit their career plans. For example, students who plan to start their own firm or enter a family business will need to “wear multiple hats” on the job. A generalist business major may be more appropriate than highly specialized disciplinary training for such students.
- Today’s work environment requires greater flexibility and adaptability than in the past. Most employees will face multiple changes in job responsibilities over their career, and breadth of knowledge is as essential as depth of knowledge to navigate an upward career path.
- Many students may be uncertain of their future career path and seek the ability to explore alternative possibilities. A generalist major does not lock them into a specific niche of the job market and provides the ability to explore divergent opportunities.

Pittsburg State University has not offered a generalist business degree since the formation of the Kelce College of Business (KCOB) in the mid-1970s. We propose offering an innovative B.B.A. in “Business Studies” to satisfy the needs of students outlined above by "repackaging" existing courses and curricula by "stacking" them to create the new major.

The proposed BBA in Business Studies will consist of four components: (1) Pitt State Pathways Requirements (General Education), (2) Kelce College Core and Prerequisites, (3) Business Studies Major Requirements, and (4) Open Electives.

To satisfy the Business Studies Major Requirements, students will select a combination of at least two disciplinary minors and/or certificate course sequences offered by the Kelce College of Business. The minors or certificates chosen must comprise at least 21 *unique* upper-division credit hours. (Unique credit hours are those earned for courses that are not included elsewhere within a student’s plan of study. Note that some minors and certificates include courses which are also part of the Kelce Core and Prerequisites sequence and that some minors and certificates share common courses – such courses are thus not unique.) Therefore, the proposed Business Studies program will allow students to "stack" existing minors and certificates and thereby build a customized interdisciplinary major to suit their career goals. The KCOB currently offers seven disciplinary minors and three certificate programs:

- Current Disciplinary Minors: Accounting, Business Economics, Computing, Fraud Examination, Internal Auditing, Marketing, International Business
- Current Certificate Programs: Internal Auditing, Professional Sales & Sales Management, Kansas Insurance Certificate

See the Pitt State *University Course Catalog* for specific required courses and details on each of these previously established credentials: <https://www.pittstate.edu/registrar/catalog/>

As new minors and certificates are added to our curriculum portfolio, additional options will naturally become available for students choosing the Business Studies major.

IV. Program Demand: Select one or both of the following to address student demand:

A. Survey of Student Interest

Number of surveys administered:	<u>98</u>
Number of completed surveys returned:	<u>40</u>
Percentage of students interested in program: ...	<u>95%</u>

First-year students enrolled in sections of Pitt State’s Gorilla Gateway course (our common freshman and transfer experience class) reserved for students declaring a business major were surveyed via email during the second week of the Fall 2021 semester. The survey provided a brief overview of the proposed Business Studies major and described how stacking existing minors and certificates would provide students with the option to tailor a multidisciplinary degree to meet their own individual career goals. Students were asked the following question: “*How appealing do you find this idea of combining minors and certificates together to create your own interdisciplinary major?*” Using a four-point Likert scale, 50 percent responded “very appealing” and another 45 percent responded “somewhat appealing.” Only five percent of those responding found the idea “very unappealing” or “somewhat unappealing.” Thus, 95 percent of those completing the survey expressed a positive personal interest in the Business Studies major. The results were similar when the respondents were asked how they thought other students would view the program – 92.5 percent believed other students would find the proposed Business Studies major appealing.

The survey results clearly indicate that new students with a desire to major in business find the proposed Business Studies major an option worthy of their consideration. The ability to individualize a program of study is an attractive idea for many students at the beginning of their college experience. We believe these findings indicate that the program will be successful and provide a new avenue for student recruitment.

B. Market Analysis

The proposed B.B.A. in Business Studies major is primarily designed for those students who will work in small businesses or for themselves. The program is not tied to or dependent upon the prospects for any one specialized business occupation or industry. It is intended to support the overall Kansas business economy, and that economy is dominated by small businesses. At the end of last year, only 627 businesses in the state employed more than 250 workers. That was less than one percent of the 88,501 Kansas businesses (Kansas Department of Labor, 2021). (The federal government uses a variety of definitions to classify small businesses based on revenues and employment. However, in practice it is common to define small businesses as those that employ less than 250 workers (U.S. Bureau of the Census, 2021).) Approximately 70 percent of all business employees across our state are employed by small businesses with less than 250 workers (Kansas Department of Labor, 2021). The same employment structure is apparent within Pittsburg State's primary service region. For example, 98.7 percent of the businesses in Crawford county, home to Pittsburg State, are small businesses with less than 250 workers, and 97 percent of local firms employ less than 100 workers (Kansas Department of Labor, 2021). These firms require employees who are educated and skilled across multiple business disciplines. Small firms do not have the capacity to employ specialists to oversee each important business function. It is common for a small business employee to routinely handle multiple tasks, such as keeping the financial books as well as managing marketing and customer relations. By providing an opportunity for students to build a strong multi-disciplinary business major, the proposed Business Studies program is uniquely designed for Kansans and Kansas businesses.

Graduates of the program will be able to demonstrate a multi-disciplinary business education that will support multiple-proficiencies that are expected by small business employers. Given the relative size of the small business economy in Kansas, as well as the importance of small business in the neighboring states within Pitt State's primary service region, the employment prospects for graduates of the program are very strong.

V. Projected Enrollment for the Initial Three Years of the Program

Year	Total Headcount Per Year		Total Sem Credit Hrs Per Year*	
	Full- Time	Part- Time	Full- Time	Part- Time
Implementation	15		450	
Year 2	30		900	
Year 3	40		1200	

*Assuming students enroll in 15 hours per semester.

VI. Employment

As noted above, the potential market for graduates of the proposed Business Studies program encompasses approximately 70 percent of the private business firms within the state of Kansas. The unique structure of the proposed Business Studies major will ensure that it remains current and responsive to market dynamics. Students entering the program will be able to choose from a portfolio of disciplinary minors and certificates to tailor the degree not only to their personal career aspirations, but also to what the job market is currently demanding. We expect that as the Kansas economy and job market continue to evolve, the popular minors and certificates chosen by students in the major will also change accordingly. For example, as salaries continue to rise in areas such as financial services, it is likely that more students will pursue the Accounting minor and Kansas Insurance Certificate options for their Business Studies major. The ability to mix and match minors and certificates will allow students greater flexibility in preparing for post-graduation employment opportunities.

The proposed Business Studies degree will also support the ability of graduates to build successful lifetime careers. In today's economy, the average American worker will change jobs 12 times before retirement (U.S.

Bureau of Labor Statistics, 2019). Often these job changes include not only a new employer, but a new industry, and/or a new occupation. Those who have a multi-disciplinary business education will be more prepared for the natural progression of careers in today’s dynamic economy.

Given the diversity of industries and occupations that graduates of the proposed program will pursue it is difficult to forecast salary prospects. However, one recent national study found that employees of small businesses averaged \$45,000 in annual salary (JP Morgan Chase & Co., 2017). These data are four years old and not broken down by educational background and experience. However, it does indicate that financially rewarding careers are available for small business employees.

The unique design and nature of the proposed Business Studies program will not only provide ample employment prospects for graduates but will also prepare them for job changes and opportunities for advancement and professional growth over their careers. Graduates of the program will contribute and support the growth of the Kansas small business economy.

VII. Admission and Curriculum

A. Admission Criteria

Students pursuing the proposed Business Studies major will be admitted to the university according to prevailing Pittsburg State campus-wide policies. Student majoring in Business Studies will also be required to satisfy admission to the Kelce College of Business before enrollment in upper-division major courses.

Formal admission to the Kelce College of Business occurs upon completion of the following requirements:

- Completion of at least 30 credit hours applicable to the degree.
- Achievement of a 2.25 cumulative grade point average (note, a 2.5 cumulative grade point average is required for Accounting and Computer Information Systems majors).
- Completion of these courses with a C or better:
 - English Composition (ENGL 101 or ENGL 190)
 - Introduction to Research Writing (ENGL 299 or ENGL 190)
 - Speech Communication (COMM 207)
 - College Algebra or Calculus (MATH 110, MATH 113, MATH 126, or MATH 150)
 - Elementary Statistics (MATH 143)
 - Computer Information Systems (CIS 130)
 - Financial Accounting (ACCTG 201)

B. Curriculum

The following plan of study is representative of a Kelce College of Business student who chooses two minors or concentrations that sum to 21 unique upper division credit hours. In this case, Minor or Concentration #1 includes 12 unique credit hours (e.g. Accounting), and Minor or Concentration #2 includes 9 unique credit hours (e.g. Business Economics). Different combinations of minors and concentrations may result in more than 21 unique credit hours to satisfy the Business Studies major. As the number of credit hours rises above 21, the number of open elective credit hours falls. Also, note that the Pitt State Pathway general education course choices include some business courses which provide additional options and flexibility for students.

Year 1: Fall

SCH = Semester Credit Hours

Course #	Course Name	SCH....
ENGL 101	ENGLISH COMPOSITION	3

MATH113	COLLEGE ALGEBRA	3
MGT 101 or MGT 105	INTRODUCTION TO BUSINESS or INTRODUCTION TO ENTREPRENEURSHIP	3
PSYCH 155	GENERAL PSYCHOLOGY	3
HHP 150	LIFETIME FITNESS	1
UGS150	GORILLA GATEWAY	2
	SEMESTER TOTAL	15

Year 1: Spring

Course #	Course Name	SCH....
ACCTG 201	FINANCIAL ACCOUNTING	3
CIS 130	COMPUTER INFORMATION SYSTEMS	3
ENGL 299	INTRODUCTION TO RESEARCH WRITING	3
	ESSENTIAL STUDIES/PITT STATE PATHWAY	4
	OPEN ELECTIVE	2
	SEMESTER TOTAL	15

Year 2: Fall

Course #	Course Name	SCH....
ACCTG 202	MANAGERIAL ACCOUNTING	3
COMM 207	SPEECH COMMUNICATION	3
ECON 200	PRINCIPLES OF MICROECONOMICS	3
MATH 143	ELEMENTARY STATISTICS	3
	ESSENTIAL STUDIES/PITT STATE PATHWAY	3
	SEMESTER TOTAL	15

Year 2: Spring

Course #	Course Name	SCH....
ECON 201	PRINCIPLES OF MACROECONOMICS	3
MGT 330	MANAGEMENT & ORGANIZATIONAL BEHAVIOR	3
MGT 310	BUSINESS STATISTICS	3
	ESSENTIAL STUDIES/PITT STATE PATHWAY	3
	ESSENTIAL STUDIES/PITT STATE PATHWAY	3
	SEMESTER TOTAL	15

Year 3: Fall

Course #	Course Name	SCH....
FIN 326	BUSINESS FINANCE	3
MGT 320	BASIC QUANTITATIVE METHODS	3
MKTG 330	PRINCIPLES OF MARKETING	3
MGT 210	BUSINESS PROFESSIONALISM	3
	ESSENTIAL STUDIES/PITT STATE PATHWAY	3
	SEMESTER TOTAL	15

Year 3: Spring

Course #	Course Name	SCH....
MGT 420	QUANTITATIVE DECISION MAKING	3
	ESSENTIAL STUDIES/PITT STATE PATHWAY	3
	ESSENTIAL STUDIES/PITT STATE PATHWAY	3

	MINOR or CONCENTRATION #1 / COURSE #1	3
	MINOR or CONCENTRATION #2 / COURSE #1	3
	SEMESTER TOTAL	15

Year 4: Fall

Course #	Course Name	SCH....
MGT 430	LEGAL & SOCIAL ENVIRONMENT OF BUSINESS	3
ECON 300+	UPPER DIVISION ECONOMICS ELECTIVE	3
CIS 420	MANAGEMENT INFORMATION SYSTEMS	3
	MINOR or CONCENTRATION #1 / COURSE #2	3
	MINOR or CONCENTRATION #2 / COURSE #2	3
	SEMESTER TOTAL	15

Year 4: Spring

Course #	Course Name	SCH....
MGT 690	BUSINESS STRATEGY	3
	MINOR or CONCENTRATION #1 / COURSE #3	3
	MINOR or CONCENTRATION #2 / COURSE #3	3
	MINOR or CONCENTRATION #1 / COURSE #4	3
	OPEN ELECTIVE	3
	SEMESTER TOTAL	15

Total Number of Semester Credit Hours [120]

VIII. Core Faculty

Note: * Next to Faculty Name Denotes Director of the Program, if applicable
 FTE: 1.0 FTE = Full-Time Equivalency Devoted to Program

As proposed, the Business Studies major will be comprised of courses taken across all disciplinary fields represented within the KCOB (through the Kelce Core and Prerequisites and through the chosen minors and concentrations). Therefore, given the unique design, it is not possible to assign specific course responsibilities to this major as virtually all courses within the college could potentially be used as part of a Business Studies program of study. The table below shows all 32 current full-time faculty members within the college with 3 FTE prorated equally across each (3 FTE / 32 Faculty = 0.09375). 3 FTE represents the long-term commitment once the program is mature. During start-up, the per faculty member FTE will be less.

Faculty Name	Rank	Highest Degree	Tenure Track Y/N	Academic Area of Specialization	FTE to Proposed Program
Donald Baack	Professor	Ph.D.	Y	Management	0.09375
Alexander Binder	Assistant Professor	Ph.D.	Y	Economics	0.09375
Jae Choi	Associate Professor	Ph.D.	Y	Computer Information Systems	0.09375
Bienvenido Cortes	Professor	Ph.D.	Y	Economics	0.09375
Maeve Cummings	Professor	Ph.D.	Y	Computer Information Systems	0.09375

Linden Dalecki	Associate Professor	Ph.D.	Y	Marketing	0.09375
Michael Davidsson	Associate Professor	Ph.D.	Y	Economics	0.09375
Chris Fogliasso	University Professor	J.D.	Y	Management	0.09375
Mary Jo Goedeke	Assistant Professor	J.D., LLM	Y	Accounting	0.09375
Stephen Horner	Associate Professor	Ph.D.	Y	Management	0.09375
Anil Lal	Professor	Ph.D.	Y	Economics	0.09375
Justin Lallemand	Assistant Professor	Ph. D.	Y	Finance	0.09375
Choong Lee	University Professor	Ph.D.	Y	Management	0.09375
Sang-Hei Lee	Associate Professor	Ph.D.	Y	Management	0.09375
Fang Lin	Associate Professor	Ph.D.	Y	Finance	0.09375
Matthew Lunde	Assistant Professor	Ph.D.	Y	Marketing & Sustainability	0.09375
Kristen Maceli	Professor	Ph.D.	Y	Marketing	0.09375
Michael McKinnis	Instructional Professor	MBA	N	Economics	0.09375
Lynn Murray	Associate Professor	Ph.D.	Y	Marketing	0.09375
Mary Judene Nance	Assistant Instructional Professor	MBA	N	Marketing	0.09375
David O'Bryan	Professor	Ph.D.	Y	Accounting	0.09375
Shipra Paul	Instructional Professor	MBA	N	Management	0.09375
Ashlee Phillips	Assistant Instructional Professor	MAcc	N	Accounting	0.09375
Theresa Presley	Associate Professor	Ph.D.	Y	Accounting	0.09375
Wei Sha	Associate Professor	Ph.D.	Y	Computer Information Systems	0.09375
Connie Shum	Professor	DBA	Y	Finance	0.09375

Dwight Strong	Instructional Professor	MBA	N	Computer Information Systems	0.09375
Jay van Wyk	Professor	Ph.D., D. Phil	Y	International Business	0.09375
Mary Wachter	Instructional Professor	MBA	N	Marketing	0.09375
David Weaver	Assistant Instructional Professor	MBA	N	Accounting	0.09375
Gail Yarick	Associate Professor	Ph.D.	Y	Accounting	0.09375
Open Position To be filled	Assistant Instructional Professor	M.S.	N	Computer Information Systems	0.09375

Number of graduate assistants assigned to this program [0]

IX. Expenditure and Funding Sources (List amounts in dollars. Provide explanations as necessary.)

A. EXPENDITURES	First FY	Second FY	Third FY
Personnel – Reassigned or Existing Positions			
Faculty – Approximately 1 FTE added each year	\$85,000	\$170,000	\$255,000
Administrators (other than instruction time) - Advisor	\$3,500	\$3,500	\$3,500
Graduate Assistants			
Support Staff for Administration (e.g., secretarial)			
Fringe Benefits (total for all groups)	\$17,000	\$34,000	\$51,000
Other Personnel Costs			
Total Existing Personnel Costs – Reassigned or Existing	\$105,500	\$207,500	\$309,500
Personnel – New Positions			
Faculty			
Administrators (other than instruction time)			
Graduate Assistants			
Support Staff for Administration (e.g., secretarial)			
Fringe Benefits (total for all groups)			
Other Personnel Costs			
Total Personnel Costs – New Positions			
Start-up Costs - One-Time Expenses			
Library/learning resources			
Equipment/Technology			
Physical Facilities: Construction or Renovation			

Other			
Total Start-up Costs			
Operating Costs – Recurring Expenses			
Supplies/Expenses	\$500	\$1,000	\$1,500
Library/learning resources			
Equipment/Technology			
Travel	\$500	\$1,000	\$1,500
Other			
Total Operating Costs	\$1,000	\$2,000	\$3,000
GRAND TOTAL COSTS	\$106,500	\$209,500	\$312,500

B. FUNDING SOURCES <i>(projected as appropriate)</i>	Current	First FY (New)	Second FY (New)	Third FY (New)
Tuition / State Funds	Existing	\$106,500	\$209,500	\$312,500
Student Fees				
Other Sources				
GRAND TOTAL FUNDING*		\$106,500 (Existing)	\$209,500 (Existing)	\$312,500 (Existing)
C. Projected Surplus/Deficit (+/-) (Grand Total Funding <i>minus</i> Grand Total Costs)		\$0	\$0	\$0

*The Grand Total Funding shown here reflects the required pro-rated funding that is already budgeted and allocated to teach the minors and certificates that make up the proposed Business Studies program. **No additional funding beyond current allocations is required to start the program.** See X. B. below for projected tuition revenue based on anticipated enrollments.

X. Expenditures and Funding Sources Explanations

A. Expenditures

Personnel – Reassigned or Existing Positions

The proposed Business Studies program is a “repackaging” of existing courses and curricula. All of the courses, minors, and concentrations are already available and being taught by existing faculty members on staff. Currently, due to the recent decline in campus enrollment, there is capacity within the current and planned schedule of course offerings to accommodate the new students projected to enroll in the proposed program. This program will allow the college to more efficiently utilize its existing resources by filling currently empty seats.

Given the proposed curriculum, we anticipate that approximately 1 FTE faculty member's worth of credit hours will be needed to teach the courses in support of the projected enrollment in the first year. If enrollment grows as anticipated, an approximate additional 1 FTE worth of courses would be reallocated in year two and again in year 3.

As the courses for the proposed program are spread throughout the college, the expenditure figures reported here are based on the mean salary for the Core Faculty. The program will be coordinated by the Director of the Kelce Academic Advising Center. It is anticipated that five percent of this position's time will be devoted to the program. The cost of this administration is therefore a reallocation of five percent of this already-budgeted 12-month position. The fringe benefits costs for all personnel are calculated at 20 percent. All numbers are rounded.

Personnel – New Positions

No new positions are required to operate the proposed Business Studies program. All courses and curricula are already in place and being taught by current KCOB faculty members. Due to the recent declines in enrollment at Pitt State, classroom capacity exists to accommodate the number of new students projected to enroll in the proposed program. New positions will only be required in the long-run if enrollment in the program grows overall total enrollment in the college beyond previously experienced levels.

Start-up Costs – One-Time Expenses

Again, no additional one-time start-up costs are anticipated. Needed resources and facilities are already in place to support the existing courses and curricula that are being repackaged to create the Business Studies program. By spreading the costs of these existing fixed resources over more students, financial and operational efficiencies will be realized.

Operating Costs – Recurring Expenses

It is estimated that each FTE faculty member on average consumes \$500 in supplies/commodities and utilizes \$1,000 in travel per academic year. These costs are reported for one FTE in year one, two FTE in year two, and three FTE in year three. Again, these expenditures are already budgeted and represent a reallocation of use into the proposed program. No new funds will be necessary to support these direct outlays.

B. Revenue: Funding Sources

All Core Faculty positions in the Kelce College of Business are fully funded by Pittsburg State University through annual state appropriations and self-generated student tuition and fees revenue. Because the proposed Business Studies program is built by repurposing existing courses and curricula, and because we currently have excess capacity due to recent enrollment declines, **no new revenues will be required to operate the program.** The revenue to operate the program is already in our annual budget.

To provide a sense for the tuition revenues that will be generated from the proposed Business Studies program based on the projected enrollments noted earlier, the following is provided:

Year 1: 450 credit hours x \$274 per credit = \$123,300

Year 2: 900 credit hours x \$274 per credit = \$246,600

Year 3: 1200 credit hours x \$274 per credit = \$328,800

If enrollments are within approximately 90% of our targets, the program will more than cover the already budgeted expenditures required to teach the program.

C. Projected Surplus/Deficit

The proposed Business Studies program is expected to approximately break even for the first three years as reflected in the figures above. If we are able to grow the program beyond our projections, in the long-run the program should produce a net surplus for the university. Our recent campus-wide return on investment analysis reveals that Pitt State business programs on the margin generate more revenue than costs. Thus, the university and college both have an incentive to support and grow this program over time.

XI. References

J.P. Morgan Chase & Co. 2017. "The Ups and Downs of Small Business Employment."

<https://www.jpmorganchase.com/institute/research/small-business/report-small-business-payroll>

Kansas Department of Labor. 2021. Custom report prepared for Pittsburg State University's Center for Business and Economic Research. Original Data from Labor Market Information Services and the Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

U.S. Bureau of the Census. 2019. "Number of Jobs, Labor Market Experience, and Earnings Growth: Results From a National Longitudinal Survey." <https://www.bls.gov/news.release/nlsoy.htm>

U.S. Bureau of the Census. 2021. "The Majority of U.S. Businesses Have Fewer Than Five Employees."

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