Name of Proposed Program:  Bachelor of Arts in Economics 45.0601

Department:  Marketing and Economics

College:  Business, in cooperation with Arts and Sciences

Nature of the Proposed Program:

The Faculty of the Department of Marketing and Economics recommends that the University of West Florida add a BA Economics degree (CIP 45.0601) to complement the current BSBA program in Business Managerial Economics (CIP 52.0601). The BSBA program is strong and growing, and we believe that we can leverage its base resources to produce an equally strong BA.

The difference between the two degree programs is best illustrated by the difference in curricula and their associated outcomes. The Business Managerial Economics BSBA curriculum is primarily targeted to students who want to pursue careers in business such as budget analyst, financial analyst, equities analyst, and revenue forecasting. Thus, it includes the 30 semester hour College of Business core and the state mandated Common Prerequisites for business programs. Depending on the student's choice of Specialization, Economics courses comprise 18 to 24 semester hours and major-related electives range from 6 to 12 hours.

In contrast, the Economics BA is targeted to students who have non-business related career goals such as working in environmental policy, economic development, politics, journalism, and urban planning; or who plan on attending law school or graduate programs in economics. The preliminary curriculum design for the UWF BA Economics program allows for 27 to 30 semester hours of Economics courses, with up to 30 hours of major-related electives. The larger block of major-related electives, common in BA Economics programs, allows Economics majors to easily accommodate a minor in their program. Typically, this would be in an area in which the student wishes to focus her/his future career. Examples include minors in Environmental Studies, Political Science, Mathematics, Statistics, Journalism, etc.

Not all institutions offer the two degrees (see Table below), however, it is not uncommon to do so.
Request to Explore Bachelor of Arts in Economics

<table>
<thead>
<tr>
<th>Comparison Group</th>
<th>Percentage of Group Offering Program</th>
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<tbody>
<tr>
<td></td>
<td>54.0601 Business Economics</td>
</tr>
<tr>
<td>SUS Universities ($n = 11$)</td>
<td>46%</td>
</tr>
<tr>
<td>UWF Peer Universities ($n = 10$)</td>
<td>70%</td>
</tr>
<tr>
<td>UWF Aspirational Universities ($n = 5$)</td>
<td>100%</td>
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Anticipated Impact of the Proposed Program on:

1. Students
Addition of the BA would essentially give students who are not planning careers in business (e.g., those with a focus on governmental/public policy careers, intentions to attend law school, intentions to attend graduate school in Economics, etc.) an alternate route to the Economics degree that does not include the 30 hour College of Business core. This will allow students to take more economics within the 120 hour constraint, in addition to allowing more flexibility for “in field” specialization (e.g., students with an interest in environmental economics policy could take a minor in Environmental Studies). We would expect some cannibalization from the current BSBA program, but it should be minimal. We also assume that most students in the BSBA have elected that program as their preferred alternative within a business degree, because the business core occupies such a larger portion of the curriculum. Finally, we anticipate that the BA program will attract students who wish to major in Economics, but have forgone their first choice because they have little interest in a business career.

2. Faculty and Staff
The BA in Economics, at its inception, will leverage existing faculty, advising, and staff resources. Preliminary analysis indicates that current tenure-track faculty lines allocated to Economics, if kept filled, will be able to accommodate roughly a 50 to 60 percent increase in the combined major count for the BSBA and BA programs, beyond current BSBA enrollment. Current administrative and advising support for the BSBA program can be stretched to handle that level of increase, also.

3. Community
The BA Economics program will offer another undergraduate degree option for students in the UWF market area. We anticipate an emphasis on internships in the program. Due to its structure, the BA is very "internship friendly." As the bulk of any internships would be in the local area, this will benefit the local community, particularly if we are
Request to Explore Bachelor of Arts in Economics

successful in placing interns in local governmental and policy making entities.

4. Budgets
We anticipate little impact on University, College, or Departmental budgets at the invention of the BA program. If the program grows beyond a 50 to 60 percent increase in current BSBA enrollment, additional resources may be required.

5. Space
No new space, classroom or administrative, will be required at program startup. Faculty, advisor, and staff will be housed in the Department of Marketing and Economics.

6. Related Programs
See the "Nature of the Proposed Program" section for a comparison with the Business Managerial Economics BSBA.

7. Accreditations
Due to AACSB accreditation issues, we recommend that the BA degree be awarded through, and in cooperation with, the College of Arts and Sciences. However, administration of the BA program and faculty staffing will be the responsibility of the Department of Marketing and Economics in the College of Business. This arrangement is not uncommon between accredited Colleges of Business and Arts and Sciences and will be fully articulated as soon as permission is granted to Explore and Plan.

Other Related Information:

This program is a top academic priority within the College of Business strategic plan.

Approvals:

Program Chair

Date: 12-3-03

COB Dean

Date: 12/3/03

CAS Dean

Date: 1/14/04

Faculty Senate

Date: 4/19/04

Provost

Date: 4/19/04
Request to Explore Bachelor of Arts in Economics

President

Date: 4/14/04

BOT A&SA Committee

Date: 6/12/04

4