February 27, 2009

Dr. Belle S. Wheelan
President
Commission on Colleges
Southern Association of Colleges and Schools
1866 Southern Lane
Decatur, GA 30033

Dear Dr. Wheelan:

The University of West Florida (UWF) proposes to offer the Bachelor of Science in Business Administration effective with the Fall Semester 2009.

The UWF College of Business currently offers the Bachelor of Science in Business Administration (BSBA) in six different fields: Accounting, Economics, Finance, Management, Management Information Science, and Marketing. The College has reviewed its undergraduate degree offerings in relation to programs available at other universities in the State University System and other Florida baccalaureate degree granting institutions, and with respect to potential interest among first-time-in-college (FTIC) and community college transfer students. The College has also examined its potential for undergraduate enrollment growth given the increasingly competitive higher education market in the region. The College believes that the BSBA (CIP Code 52.0101) in General Business will be an important addition to the College’s degree portfolio.

Within the State University System of Florida, the bachelor’s degree in General Business is offered by Florida State University, the University of South Florida, and the University of Central Florida. Within the panhandle of Florida, several institutions offer business related degrees, but none offers the BSBA in General Business. In the neighboring state of Alabama, the University of South Alabama offers a BSBA in General Business.

The BSBA in General Business will provide students with the knowledge and skills to function in a world of business that increasingly demands that business graduates have cross-functional abilities. The General Business major builds abilities across multiple business disciplines including management, marketing, economics, and finance thus providing broad abilities in the context of managing modern businesses. The orientation of the program is toward effective management of resources, adoption of market orientation, and understanding the economic and financial implications of management decisions.
Examples of positions available to graduates include many in small business operations; management positions in business, government, health care, and education; and business related positions in manufacturing, the banking industry, investment industry, real estate, health care, hospitality, retail sales, professional and service organizations, and military-related enterprises. Many announcements of business positions include among the selection criteria holding a degree in business without identification of a specific sub-discipline major.

Graduates will be able to pursue graduate study in programs such as the Master of Business Administration (MBA), Master of Science in Administration (MSA), and Master of Human Resource Management (MHRM).

Because the 120 semester hour curriculum for the General Business degree will use courses that are already in existence and because the faculty, library, technology, space and other resources needed to mount the program are already in place for the initial years of the program, no additional resources are required to mount the program. The College plans to implement the BSBA in General Business effective Fall Semester 2009 with the degree being available to students at UWF’s campuses in Pensacola and Fort Walton Beach.

The program has been approved by the University’s Faculty Senate and Board of Trustee approval is expected at its March 6, 2009 meeting. Should you need further information about the proposed new degree program, we would be more than happy to provide it.

Sincerely,

[Signature]

Judith A. Bense, Ph.D.
President

cc: Michael S. Johnson, Vice President, COC SACS
    Chula King, Provost, UWF
    Ed Ranelli, Dean, College of Business, UWF
    Arup Mukherjee, Chair, Department of Management, UWF