

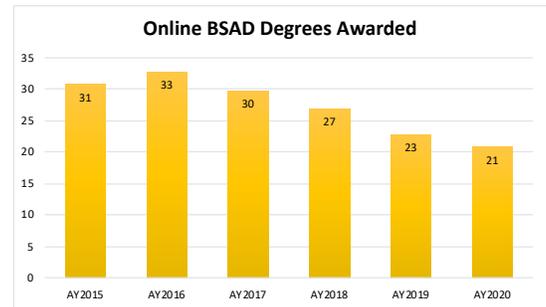
## **Proposal for Academic Program Discontinuance Under UW Regulation 2-13** **Online Bachelor of Science in Business Administration (BSAD)**

The College of Business has proposed, and the Board of Trustees has approved, discontinuance of the online-only **BS in Business Administration (BSAD)** degree completion program.

Due to waning market demand the general “Business Administration” major was eliminated from the campus degree offerings in the College of Business based upon market observation that both students and employers prefer more specialized majors in Business. Despite the inefficiency from a misalignment between campus and online offerings, the generalist BSAD was maintained as an online-only completion option to serve Wyoming community college students.

### **The justification for elimination of the online-only BSAD include the following:**

- Online BSAD degrees awarded have fallen 36% from 33 completions in AY16 to just 21 in AY20.
- Current enrollment is only 45 students at various levels of progress, and often requiring more than 2-years each to complete the BSAD.
- The total student credit hours taught to BSAD students has fallen 36% just since AY18 from 832 to 534 in AY20.
- The BSAD curriculum continues to be misaligned with campus degree offerings in the COB, leading many course sections that are only offered to support BSAD students with no need for those courses by campus students.
- Having a distinct program with no corollary to campus degrees increases the administrative burden of maintaining program accreditation, and challenges faculty sufficiency ratios under AACSB accreditation standards.
- The COB continues to believe that students are best served by specific majors rather than generalist degrees such as the BSAD.
- With the recent reorganization of College of Business degrees to a 5 + 2 major structure (e.g., 5 required major courses, plus 2 business course electives), and an emphasis of scalable online courses to serve non-COB students in the wake of budget reductions, the College will be able to build a portfolio of online business majors that can serve as degree completion options. In the near term, the Human Resources major will become an option for new degree completion students.
- Elimination of the BSAD will not substantially impair the ability of the COB to serve distance students with alternative degree-completion.



### **Course Reductions & Teach-Out Plan**

Approximately 4 courses offered only to serve BSAD students will be eliminated from online offerings, and at least 3 others will be offered with less frequency. These reductions will constitute the equivalent workload of one APL faculty member.

The shift to online-only COB courses to serve non-COB majors will result in a portfolio of course options to “teach out” existing BSAD students with suitable course substitutions, or allow them to pivot to one of our majors as they become available.