

Program Review

Executive Summary

Business Administration

Majors Reviewed:

- *Business Management (BM), A.A.S.*
- *Management Concentration (BBM), B.S.*
- *Banking and Finance Concentration (BBF), B.S.*
- *Marketing Concentration (BBK), B.S.*
- *Technology Management Concentration (BTM/BDT), B.S.*

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**Pennsylvania
College of
Technology**

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The business degree programs appear to have absorbed the College-wide enrollment declines of the last couple of years and stabilized. All three of our business administration B.S. degree majors have experienced significant variations in their enrollment, retention, and graduation rates during this difficult period. As we move forward, our focus will be on setting higher rates of enrollment, retention, and graduation as our benchmarks. The BTM/BDT (now BMA/BDM) B.S. degrees continue to be our best performing programs. They have shown some variation in their rates but without the declines experienced by our four year programs. Our Business Management (BM) program has experienced a similar volatility, and we must now make efforts to benchmark the high rates as we go forward. The job opportunities remain strong for all of our programs both regionally and nationally.

To help us attain the aforementioned goals, we have identified a number of findings and recommended actions broken out for each of our four degree programs. The key findings and recommendations are:

Business Management (BM)

- Finding – the BM program remains a viable program as it is now and has the potential for growth.
- Recommendations:
 - Provide limited, local, and focused advertising for the BM program especially for nontraditional students;
 - Conduct a focus group with current BM degree seekers to determine reasons behind poor retention and graduation rates and areas where the BM curriculum might be improved; and
 - Review the BM program’s core and goals through use of assessment protocols.

Management Concentration (BBM)

- Finding – the BBM seems to have stabilized at its current figures.
- Recommendations:
 - Conduct a study to determine if we should consider developing a fully on-line version of the Management Concentration (BBM) since we already offer most of the major courses online; and
 - Reconsider the decision to eliminate the Small Business and Entrepreneurship Concentration (BBE) program.

Banking and Finance Concentration (BBF)

- Finding – the BBF remains a viable program but needs to take measures to increase enrollments.
- Recommendation:
 - Strengthen marketing of the BBF as an unrealized potential program and promote it in conjunction with a potential new Accounting minor.

Marketing Concentration (BBK)

- Finding – the BBK offers us the best opportunity for increased enrollments in the near term.
- Recommendation:
 - Create a unique minor with a focus on digital marketing, digital media, social media and e-commerce content and learning experiences borrowing from programs both in and outside the School of Business and Hospitality such as Web and Interactive Media, and Graphic Design; and
 - Work with departments outside the School to further integrate marketing courses into their programs.

Technology Management Concentration (BTM/BDT)

- Finding - The BTM/BDT programs represent an opportunity for significant long-term enrollment growth.
- Recommendations:
 - We have recently changed the names of these programs from Technology Management (BTM/BDT) to Applied Management (BMA/BDM) to more accurately reflect what our students are learning;
 - Review the BMA curriculum – with particular attention to the BDM all distance version – to determine if changes are needed or an accelerated format might create additional value for students; and
 - Develop a formal strategic communication plan for promoting the two plus two option internally as well as externally.

In addition to these program specific findings and recommendations, we also identified several related areas of interest in need of further study:

- Consider integrating required internships in all business programs;
- Work with local business professionals to develop a Mentorship program;
- Consider partnerships between local businesses who have identified a problem/opportunity and students willing to work on real life cases;
- Continue to work with the Hospitality Department to consider further interdisciplinary programs with any of our business administration concentrations similar to the new Sport and Event Management (BBP) program;
- Consider opportunities to further integrate Business classes into Hospitality programs;
- Explore the creation of a concentration in entrepreneurial studies with a focus not only on starting new businesses, but also recognizing the need for the infusion of entrepreneurial ideas and approaches at the corporate level.