

# Program Review

## Executive Summary

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### Business & Hospitality

Majors Reviewed:

- *Business Administration (BBF, BBM, BBK, BBP), B.S.*
- *Business Management (BM), A.A.S.*

2020



**Pennsylvania**  
**College of Technology**  
A Penn State Affiliate

The Bachelor of Science degree in Business Administration embraces the values and mission of both the School of Business, Arts and Sciences and the Pennsylvania College of Technology as it produces well-qualified graduates ready to succeed in the workforce. Specifically, these programs provide a hands-on education in a student-centered learning environment, all of which is informed by business and industry. Penn College offers accredited business degrees and given the documented high demand for management, marketing, and banking and finance graduates, these programs serve an essential local, regional, and statewide economic and community need. The Business Department not only supports students enrolled in its programs, it also offers a large number of service courses to students pursuing other degrees across campus. Some of these students are required to take business and accounting courses for their majors, and others are taking these courses to complete one of our many minors.

One characteristic that sets the business programs at the Pennsylvania College of Technology apart from other business programs is the personalized touch that our industry-trained faculty provide. The business programs are some of the largest programs on campus, yet our dedicated faculty and staff treat every student as an individual and provide personalized support to help educate, shape, and guide students. Our faculty are not only highly educated in the field, but they have also worked in industry. These qualities, in conjunction with the comfortable size of our classes, enable our students to receive a truly unique experience. Faculty are able to provide students with a number of opportunities to build networks, work with industry partners, and develop personal and leadership skills both inside and outside of the classroom.

As the Business Department updated its courses to align with Penn College's newly adopted core curriculum, it took this opportunity to restructure and strengthen the Business Administration program. The outcome of this reorganization is one Business Administration degree with a variety of specializations. The degree offers the same first two-year course sequence for all incoming students. The required sequence exposes students to the different facets of the business industry prior to selecting a specialization. The second two-years provide opportunities for students to specialize in a particular track within the business field. Specifically, students select a track that combines elective courses in one of four areas: banking and finance; marketing/digital marketing; management; or sport and event management. All specialization areas were analyzed and are projected to have job growth in the industry.

Business and accounting classes were not the only elements that were restructured, there were also changes in the general education foundation courses. Based on recommendations from faculty and the advisory board, math courses were realigned to offer a stronger focus on elements relevant to industry. The new format offers the ability

to easily transfer from the two-year into the four-year program, with the goal of providing an even better pathway to success for students. A required internship was also added to the business curriculum to provide all students with the opportunity to gain hands-on experience outside of the classroom.

Penn College's online business programs, including the Applied Management degree, have demonstrated significant growth, both in the four-year and two-year programs. This has led to discussions regarding offering an accelerated business degree for those currently working in industry. By providing a faster way to obtain a degree, we can market to individuals who are motivated and would like to enhance their education. The distance format allows them to do so, even if they are unable to fit campus classes into their workday.

The Business Administration program is accredited by the Accreditation Council for Business Schools and Programs. In compliance with ACBSP regulations, all (10) faculty members who teach the courses found within this curriculum have a minimum of a master's degree. Out of these (10), nine have doctoral degrees or its equivalent and all (10) bring related work experience allowing them to offer first-hand knowledge to the classroom. Our program strives to ensure that our students graduate from Penn College with a quality education, ready to enter the workforce. To further enhance the program, the following recommendations are made:

- Investigate the options for an accelerated business degree.
- Revise the processes for program and course-level assessment.
- Implement the new curriculum outlined as the Bachelor of Business Administration (BUA)
- Continue the process of connecting with industry partners to enhance internship opportunities.
- Create and develop certificate programs in specialization areas.
- Evaluate Major Field Test scores based on the new curriculum.