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Program Review and Program Efficiency and Enhancement Reviews (PEER)- March 2017

The School of Business (SB) is submitting this update on the 2014 program prioritization report to comply with the PEER requirement of 2017. In 2014, we answered the 5 questions: 1) What was the Business Program created to do in the first place? 2) What is the Business Program doing now? 3) Should the Business Program be doing what is doing now? 4) If not, what should the Business Program be doing? And 5) How should it do what it should be doing? This report is divided in two parts; an updated summary of the 2014 questions is the first part of this report. The update of the information includes multiple tables and graphs shown in appendixes. These data tables provide support to the SB statements. The second part will focus on the efficiencies and enhancements proposed by the SB and each program in the Program Reviews of 2017 and 2015, which were submitted to the Curriculum and Instruction committee.

The main purpose of the SB is to provide its graduates with degrees that allow them to enter the work force prepared with real life experience through the use of programs such as the internships, business assistance program, voluntary income tax assistance, and other experiential learning tools. The mission statement of the SB was developed through a collaborative process in the faculty meetings and retreats. The mission of the SB was developed in 2014, then modified in 2016 as a recommendation of the faculty to convey a simpler and contemporary message to our stakeholders. The mission was adopted by the School of Business, and communicated and displayed, in multiple outlets. The Mission Statement for the School of Business is: *“The mission of the School of Business is to provide a learning environment offering diverse opportunities for academic and experiential development of all interested stakeholders”*.

Each program is evaluated internally to address if they are fulfilling the mission of the School of Business, its culture, core values and vision. All programs are currently achieving the objectives established in the mission of the SB, under current measures.

I. Updated Summary

1) What was the Business Program created to do in the first place?

The School of Business (SB) offers traditional specializations in business. These specializations are: Accounting, Business Management, Marketing, Business Administration (MBA and AS), and General Business. Two other programs previously offered were Management Information Systems and Public Administration. The Management Information Systems degree has been paused due to the lack of resources to sustain the program and the program not meeting its objectives. Resources for the program have not been allocated since 2013. The Last student graduating with a Management Information Systems (MIS) degree was in 2014. The Public and Non-Profit Administration degree was eliminated in 2014 as part of the Program Prioritization (PP&E) for the same reasons of the MIS degree.

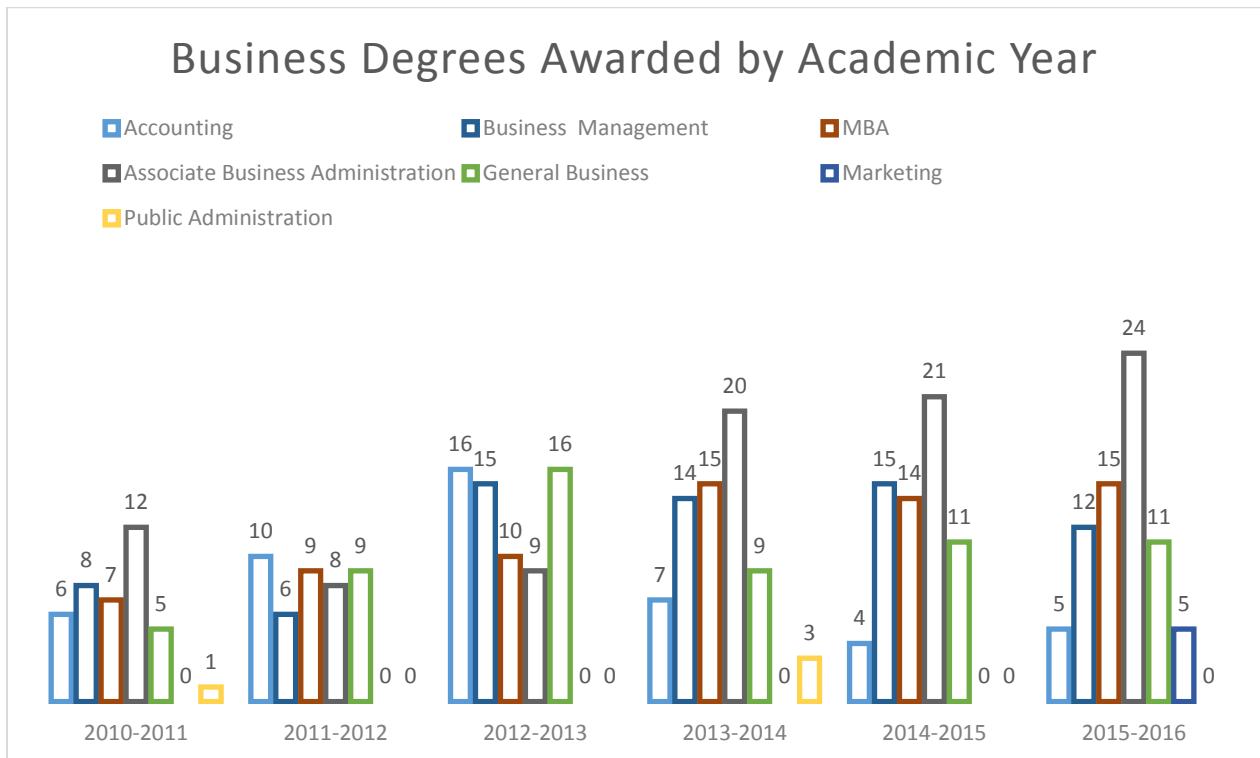
The SB offers an Associate in Business Administration (AS) that prepares the students with the basics of business administration. The student then has the option to continue into a four-year degree. The SB



offers Bachelor’s degrees (BBA) in Accounting, Business Management and Marketing, and a Bachelors in Applied Sciences (BAS) of General Business, as well as numerous minors (Accounting, Economics, Entrepreneurship, Business Administration, Marketing and Public Administration). The School of Business also offers a graduate degree; the Master of Business Administration (MBA). The MBA offer four specializations: International Business, Healthcare Administration (in collaboration with the School of Nursing), Management Information Systems (in collaboration with Interdisciplinary Studies Department), and Instructional Technology and Design (in collaboration with the School of Education).

As shown in Graph 1, at the undergraduate level the Business Management and the Associate Degrees have the highest in numbers of the SB. The Business Management number of degrees are solid and stable in degrees awarded, while the Associate degree has substantially grown its numbers. At the graduate level, the MBA has shown continuous growth in headcount and degrees awarded due to the fact that the degree went totally online. The General Business Degree is stable in the number of graduates. The new Marketing degree has started graduating students (2016). The Accounting degree has seen a decrease in graduates, but it is working on increasing declared majors. The Public and Non-Profit Administration major, was eliminated in the Program Prioritization of 2014, and the Management Information Systems degree is suspended.

Graph 1 Business Degrees Awarded by Academic Year



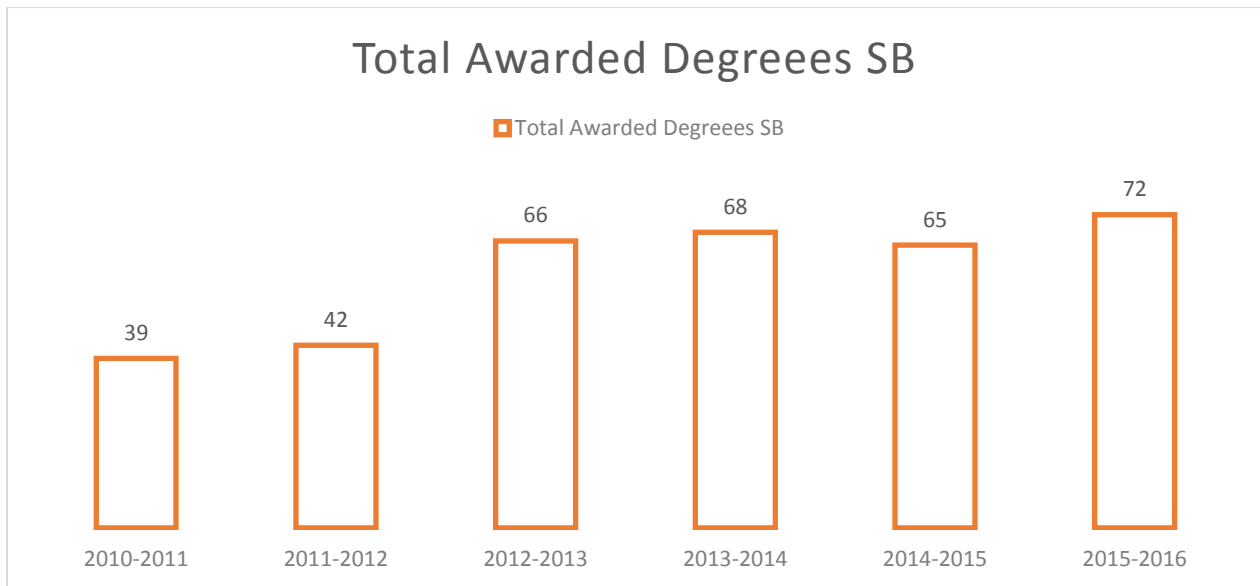
Source: DataMart, AA Canvas Page, and Banner WNMU



2) What is the Business Program doing now?

Historically, the SB produces one of the highest number of graduates (BBA) within the university (See Graph 2). The individual graduation rates of each program are shown in Graphs 3-8 (See Appendix 1). The SB has increased the number of associate declared as well as the number of graduates from the MBA. The Marketing degree is a new degree (reinstated in 2013) and produced its first graduates in 2015-2016.

Graph 2 Total Business Degrees Awarded by Year



Source: DataMart, AA Canvas Page, and Banner WNMU

We have collected statistics for each department (Accounting, Management, Marketing, General Business) and presented in graph or table format. Appendix 1 to 6 show the status of the BBA and BAS programs in terms of awarded degrees, declared majors (headcount), and class size; based on the program reviews of 2015 and 2017. The Business Management program has seen an increase in its declared majors in the last year, and its average class size ranges from 12 to 21 students (See appendix 2). The new Marketing program statistics are shown in Appendix 3. This program is up to a good start with good average class sizes and increasing declared majors and minors. The General Business degree (Appendix 4) is showing fairly stable headcount, class size numbers, and awarded degree production.

The Accounting program statistics are shown in Appendix 5. This program has seen a reduction in its graduates, but in the last year the number of students declaring the major has increased from a low number in 2013. The MBA is now offered completely online and, although the class size is not available at this moment, the growth reports prepared by the former MBA director, Miguel Vicéns, from Fall 2013-Spring 2016 shows consistent growth in enrollment (See Appendix 6). Appendix 1 also shows the number of graduates from the MBA program, which has been increasing over the last several semesters.



The minors awarded in each one of the areas has also seen increase in numbers as shown in Appendix 7. There has been growth in Marketing and Entrepreneurship declared minors as well as Economics. The efforts of the faculty on pushing these minors for the benefit of the students has been outstanding.

The new Entrepreneurship minor was established in 2014, with two classes specific to this discipline. This degree has triggered new interest in the School of Business from high school students, community members and other departments at WNMU. The Entrepreneurship minor also promotes the Global Entrepreneurship Week event, celebrated at WNMU annually for the second time in 2017. A maximum of 25 students from Grant County high schools attend this event each year with expectations of creating a pathway for these high school students to perhaps coming to WNMU once they graduate. The Marketing minor has combined classes in Communication (Humanities Department), this interdisciplinary approach has results in better prepared students. The Business Administration minor has also partnered with the Kinesiology department to offer a Sports Management minor and classes feeding both disciplines.

The Management Information Systems BBA, was decided to be suspended in 2014, due to lack of resources and to generate economies to WNMU. This program wasn't meeting objectives and required substantial investment (faculty, promotion, etc.) so in February 2017, a memo reaffirming our departmental decision was sent to C&I, this memo was accepted/passed C&I, in March 28, 2017. The Public and Non-Profit Administration major was suspended under the Program Prioritization of 2014.

Appendix 8 show the Credit Hour Production of each of the programs in the SB. These production is per year. Credit production was calculated using the standard formulas (Summation of all final number of students in courses multiplied by the course credit hours). The Business Management degree produces the most Credit Hour, followed by General Business, then Accounting and Marketing.

3) Should the Business Program be doing what is doing now?

The ACBSP accreditation visit in 2018, has ignited the efforts to start planning strategically. A strategic plan (School of Business Strategic plan-2021 or SB-2021) now governs all School of Business activities, which is an action that has not done in recent years. While the programs in the School of Business seem to be doing what it is needed to be done to meet the objectives, improvements are needed in the areas of; statistical measurement, data collection and stakeholder relationship. These issues are being addressed and changes have been implemented in the SB.

In the program prioritization report of 2014, it was noted that minors have been historically underutilized. This has changed since then, having now a strong minor production (See Appendix 7). Collaboration in the department has increased mostly within the new faculty. The SB programs are also leveraging on our two student organizations, Delta Mu Delta Honors Society, and the Marketing Club to engage students, community, staff, and faculty.

The School of Business have developed cross disciplinary curricula, as established in our goals in 2014. These collaborations are at both, undergraduate and graduate levels. These collaborations were proposed



in 2014 and completed by 2016 (MBA interdisciplinary concentrations, more minors, etc.). None of the changes in curricula or degrees in the School of Business has committed or required more resources to WNMU. The SB has added and modified offerings using current courses and faculty loads. In addition, the number of overloads paid to the faculty has been reduced substantially in 2016-2017.

4) If not, what should the business programs be doing?

The SB is going through changes under new leadership (2016-2017). The main idea of this new administration is to make processes and decisions data driven. The collection of data and the understanding of the stakeholders (students, community, faculty, etc.) is a vital to succeed. These changes are already bearing fruit and we see the results in more collaborations, university wide presence of our faculty, increased student satisfaction, etc.

Since 2014, the SB has taken actions to keep up with the difficult economic times. For example, underperforming majors have been suspended (MIS and Public and Non-Profit Administration). The catalog that includes all business classes has been reviewed and “cleaned”. Classes that were outdated or have not taught in more than five years have been deleted. The SB has now a strategic plan that is reviewed each semester, goals are reviewed monthly at the department meetings and changes are made accordingly. Minors have been also revised, for example, the Accounting minor have reduced the hours and updated the classes to make it more marketable. The Public and Non-Profit Administration minor is due for review in 2018.

5) How should it do what it should be doing?

Among the steps taken by the SB to improve the enrollments, reduce costs and retain students at the SB, are:

- Included the goal of increasing enrollment in our strategic plan (SB-2021)
- Established better communication with our Student Service Specialist
- Simplified programs, minors and created a clear path to graduation (Degree Tracks) (See Appendix 9)
- Formed a Student Advisory Board to support the SB
- Re-Established a Business Advisory Board to support the SB and its students
- Assigned specific advisors per discipline (as opposed to only one or two department advisors for all students in previous administrations)
- Focused regular faculty on the undergraduate majors
- Reduced the number of faculty overloads
- Each program has established measurable Student Learning Outcomes and Rubrics

Despite of institutional constraints in funding, services, and information, the SB is centering on a *Total Quality Management* approach instilled in our mission, vision, core values, and culture, through the



strategic plan and the ACBSP accreditation requirements. We are confident that this new path will engage not only our faculty but also our students, and university-wide stakeholders.

II. Program efficiencies and enhancements

The School of Business currently has 7 full time faculty members, including the Associate Dean. Each of the six full-time faculty members, excluding the Associate Dean, is required to teach four classes in both “Courses pertaining to the major and minor degrees offered (Accounting, Management, and Marketing). One of the full-time faculty member teaches in Economics and in one of the minor areas of business study (Entrepreneurship). One of the full-time faculty members teaches in Finance. Where appropriate and cost effective per budget parameters, full-time faculty members can teach in business-related areas per enrollment needs and in the MBA program.

Individually each department in the SB has been tasked to prepare their own reports, and analyze their present and future in the SB. Each discipline was asked with preparing its own program review in 2017. The Business Management program aims to keep growing the enrollment, engaging high school students, through visits of the faculty, and participation in majors’ fairs. The program also plans on update the degree in the topics of analytics, human resources, and labor relations. No additional resources will be needed, but the potential to attract more students is enormous.

The Business Management degree will also review the Business Administration minor to make it more up-to-date and marketable. Currently, the Business Management program is evaluating its online offerings. A possible increase in these delivery method will depend on the success of the General Business Degree, actually offered completely online. The Universidad Autónoma de Ciudad Juárez (UACH) has invited the SB to participate on a double degree program that could represent a minimum of 100 new students (from Mexico) registered at WNMU for a maximum of 4 semesters. These double degree program will be promoted in the degrees of Business Management, General Business, Accounting, and Marketing. If achieved, the efforts will bring new revenues with no additional cost to WNMU. The School of Business also has an agreement with Central New Mexico College (CNM) to offer the General Business degree as the option for a 4-year degree to their student population and it is totally taught online.

The Business Management program will continue to assess its performance using internal and external tools. The Business Management Program assessment tools consist of three components; (1) a business simulation, (2) a standardized test, and a (3) Business plan or community project. These tools introduce and give students practical application of concepts in Business Management, and allows students to enhance skills including writing, information literacy and critical thinking. These are also the main statistical tools supporting the ACBSP accreditation reports and self-study.

The growing area of Entrepreneurship has allowed the business faculty in the Business Management Department to collaborate in bi-national research with the Universidad Autónoma de Ciudad Juárez (UACJ). The research has been published in a series of books focusing on the multiples areas of Entrepreneurship and Business Management (2016 and 2017). Dr. Miguel A. Vicens-Feliberty and Dr.



Francisca Reyes, were the main contributors of the research activity in the School of Business and the Business Management program. The addition of Dr. David Scarborough to the Business Management Program presents future research opportunities.

The School of Business will implement a proactive, yet highly efficient approach to marketing its offerings to area high school juniors and seniors via the following steps:

- 1) Engaging our work-study students to research and compile a spreadsheet on the area high school enrollment figures (juniors and seniors) - along with contact information (addresses, phone numbers, email addresses, social media links) of the Principals and Counselors at each school;
- 2) The Associate Dean, in conjunction with the Assistant Professor of Marketing, will develop a Marketing Plan to increase awareness/interest towards the WNMU SB of the juniors/seniors at the area schools via proactive scheduled visits/presentations; social media infiltration and drip marketing emails/calls to Counselors/Principals;
- 3) The cost of such proactive marketing will be kept at a bare minimum by utilizing current SB in-house resources including SB faculty volunteers (time, experience, knowledge), SB work-study students and other SB resources (paper, presentations, flyers, etc.).

The School of Business is also working on a comprehensive strategic plan that include five overarching strategic goals:

1. Institutional alignment of School of Business programs and activities with the strategic plan of WNMU.
2. Increase recruitment, student retention and graduation rates for all School of Business degree programs
3. Academic excellence and modernized programs
4. Increase visibility of the Business School by stabling closer relations with all stakeholders
5. Accreditation and sustainability

Within these strategic goals the **Business Management Program** aims to achieve the following goals:

1. Reinforce ethics, multicultural fluency, and 21st century skills (as defined by the Partnership for 21st Century Learning Framework from P21-organization) in the business courses.
2. Support local and regional initiatives targeting soft skills, professional skills, and other workshops.
3. Increase the number of students majoring and minoring in Business Management.
4. Develop cross disciplinary curricula within the university and outside (Mexico).
5. Become a model of experiential learning education by increasing the number of internships per year.

Under the same assumptions and SB Goals, the **Accounting Program** aims to revitalize the current offerings with the following changes are being considered (i.e. changing the names and length of the classes such as Intermediate I and Intermediate II). Since, these are the most difficult classes for almost



all Accounting students it has been recommended that an intercession class on tips to be successful the intermediate course sequence. The additional coursework will assist in preparing students for the rigor of pursuing an accounting degree.

The next recommendation is to create a lab class for intermediate students to attend to obtain additional information on intermediate topics and additional assistance with the required work. The intercession along with the lab class should reduce the attrition rates. Providing an online program for those place bound (i.e. families, work obligations, etc.) is being explored. These recommendations will begin to modify and assist in the revitalization of the accounting program.

Goals for the Accounting Program

1. Increase recruitment efforts within the surrounding community including nearby states.
2. Creation of a concentration in Accounting within our MBA program. This will include CPA review courses that will help our Accounting graduate attain their CPA licensure.
3. Increase retention of Accounting majors through the added intercession class.
4. Implement the recommendations for action listed above.

The Marketing Program is designed to serve students who are pursuing a Baccalaureate degree, particularly in the field of Marketing as a major or minor. The Marketing degrees are designed to provide these students with knowledge, skills, and abilities to perform Marketing functions related to their chosen profession, while providing them with the soft skills needed for success in life (communication, information literacy, writing, critical thinking, ethics and social responsibility). Business Marketing students will have the opportunity to create and develop ideas through the Program's new academic initiatives including collaborative/complimentary Entrepreneurship and Communication minor degree tracks; involvement in the Marketing Club and Delta Mu Delta International Honor Society in Business on campus; and participation in numerous class projects and/or internships with aligned/supportive external organizations in the community.

The WNMU School of Business is striving to differentiate our Business Marketing degree via integrations of Entrepreneurship and Communication minors complimented with an intense focus on student experiential learning through class projects, internships and interactions with the School of Business Employer Advisory Board. Additionally, the Marketing faculty member represented the School of Business and the College of Professional studies (until March 2017) as a Co-Chair for the Applied Liberal Arts (ALAS) campus-wide initiative. ALAS is designed to differentiate WNMU in the state and regional higher institution market for growth and retention by obtaining the sole ALAS designation from the New Mexico State Higher Learning Commission (HLC) and the Council of Public Liberal Arts Colleges (COPLAC).

Within the strategic goals of the SB, the Marketing Program aims to achieve the following goals:

1. Reinforce ethics, multicultural aspects, and 21st century skills in the business courses.

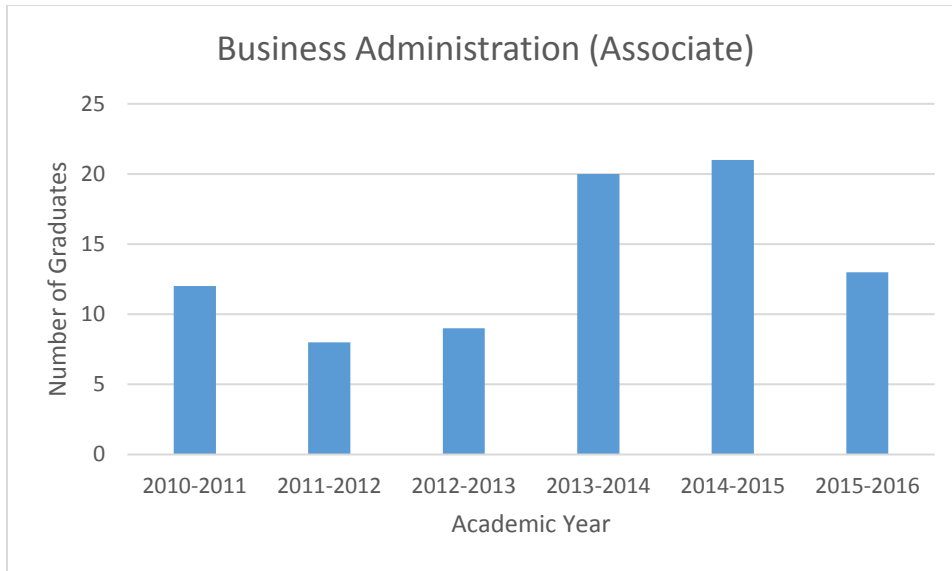


2. Support local and regional initiatives targeting soft skills, professional skills, and other workshops.
3. Increase the number of students majoring and minoring in Business Management by 10%, annually.
4. Develop cross disciplinary curricula.
5. Become a model on experiential learning education and 21st century skills, increasing the number of internships per year.



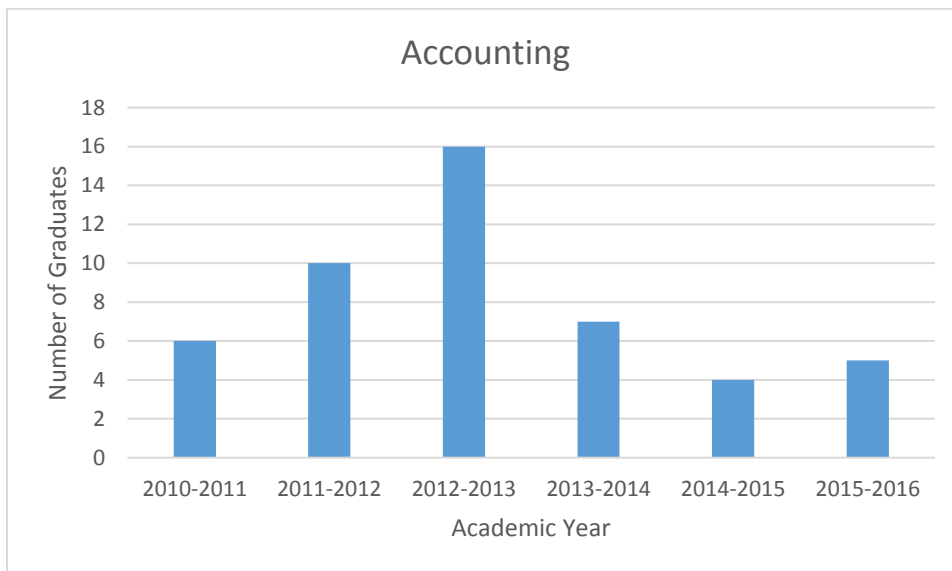
Appendix 1- Number of Graduates

Graphs 3



Source: DataMart, AA Canvas Page, and Banner WNMU

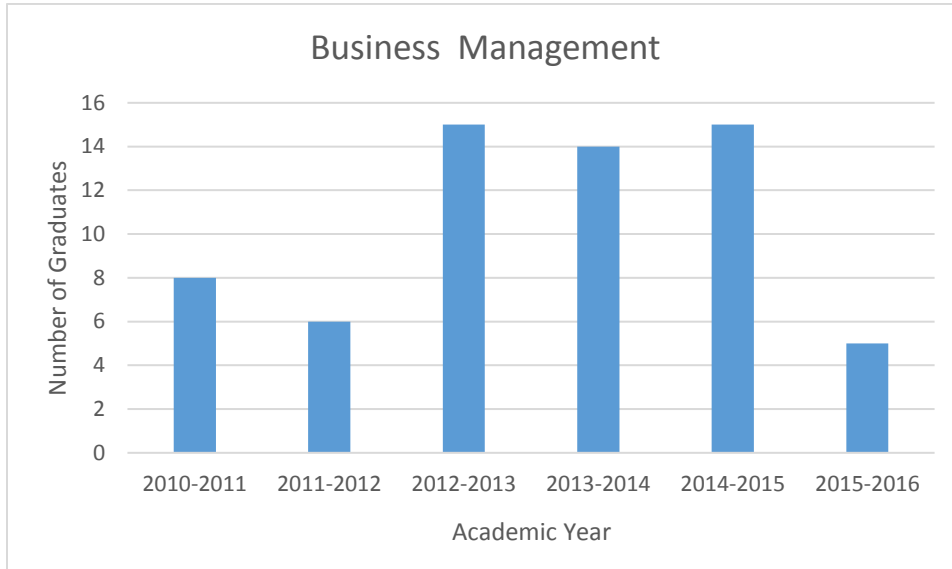
Graphs 4



Source: DataMart, AA Canvas Page, and Banner WNMU

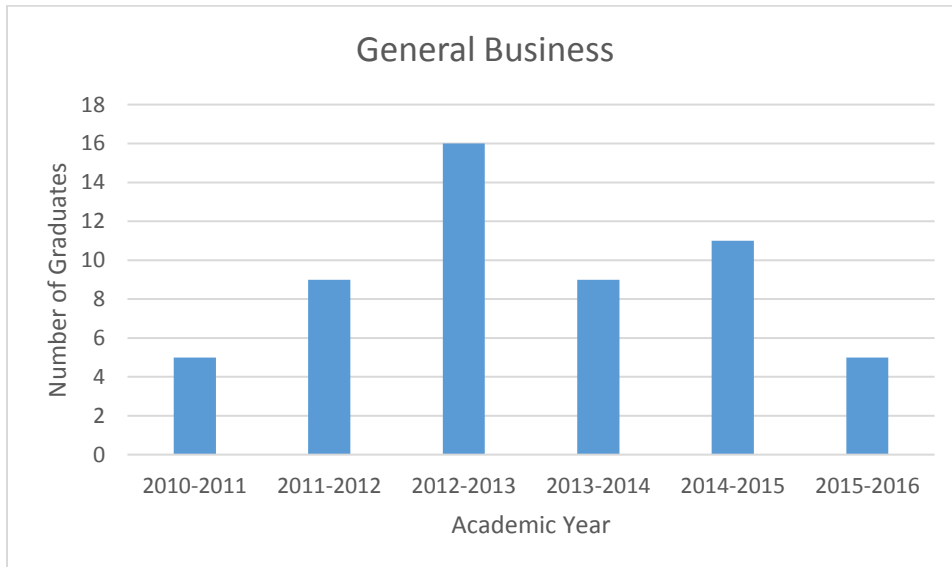


Graphs 5



Source: DataMart, AA Canvas Page, and Banner WNMU

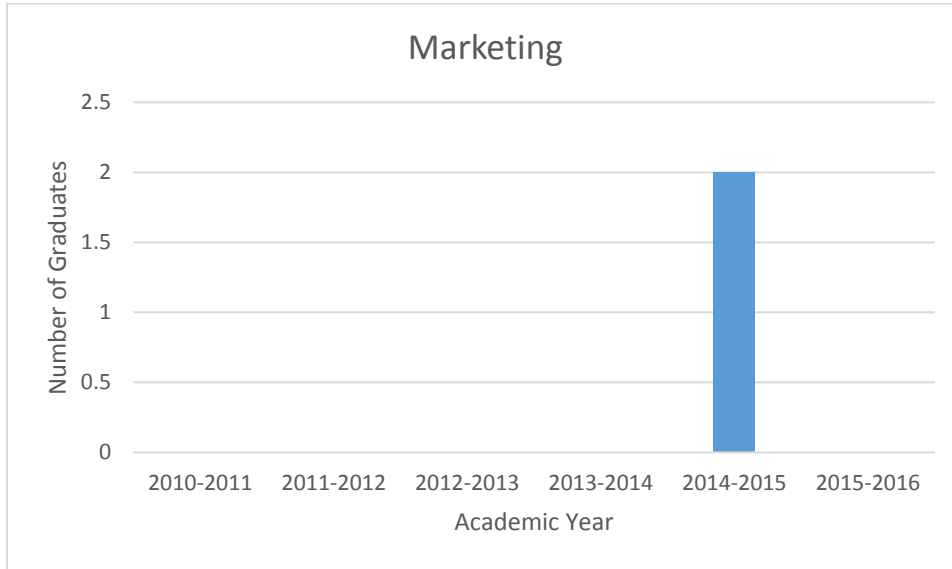
Graphs 6



Source: DataMart, AA Canvas Page, and Banner WNMU

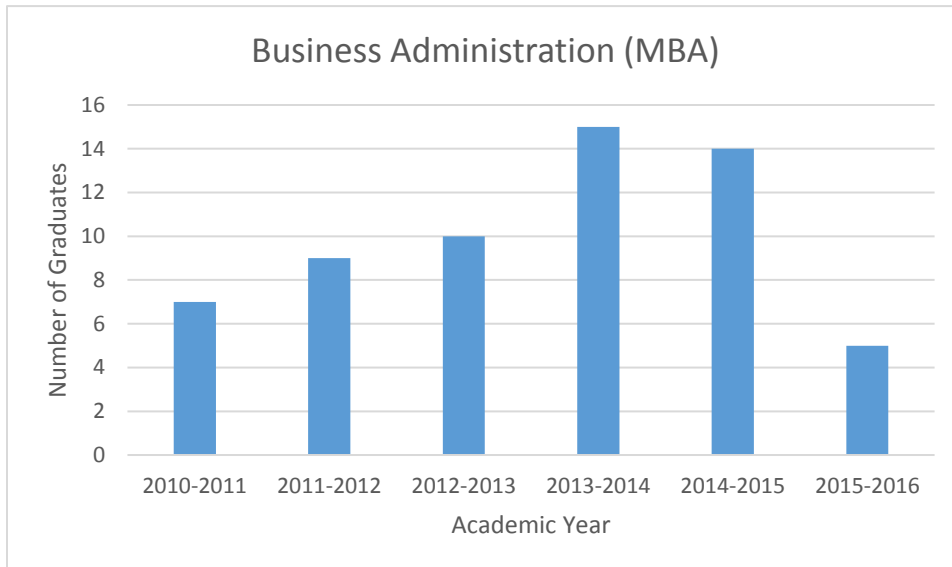


Graphs 7



Source: DataMart, AA Canvas Page, and Banner WNMU

Graphs 8

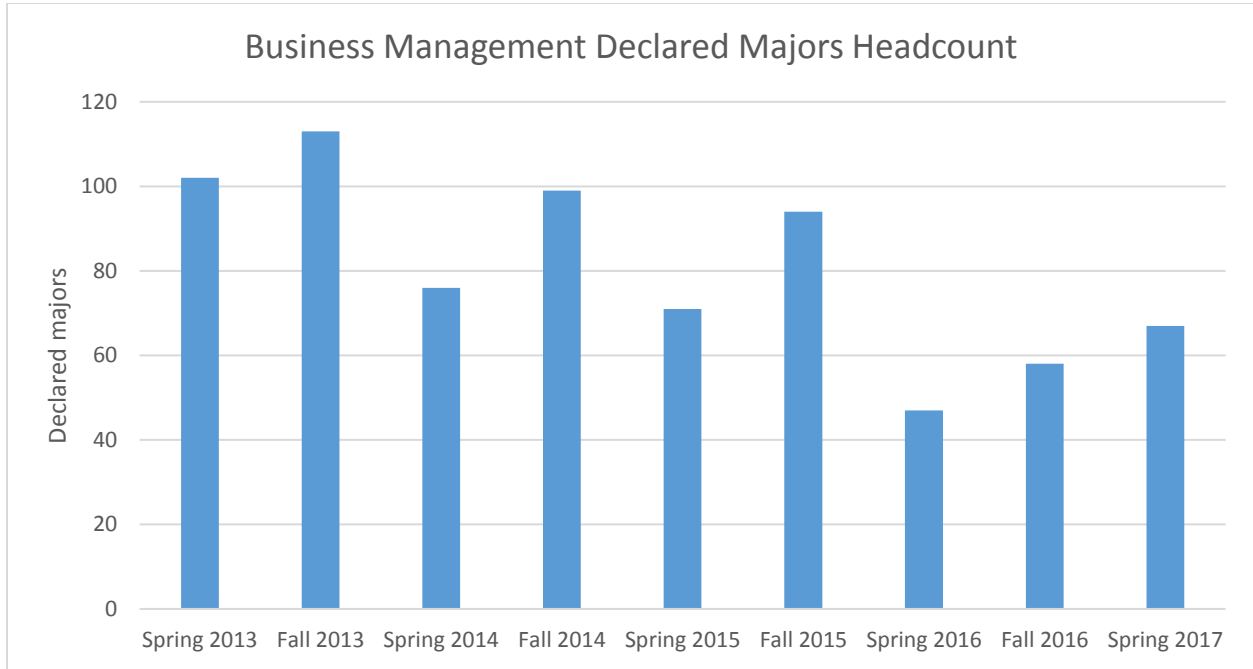


Source: DataMart, AA Canvas Page, and Banner WNMU



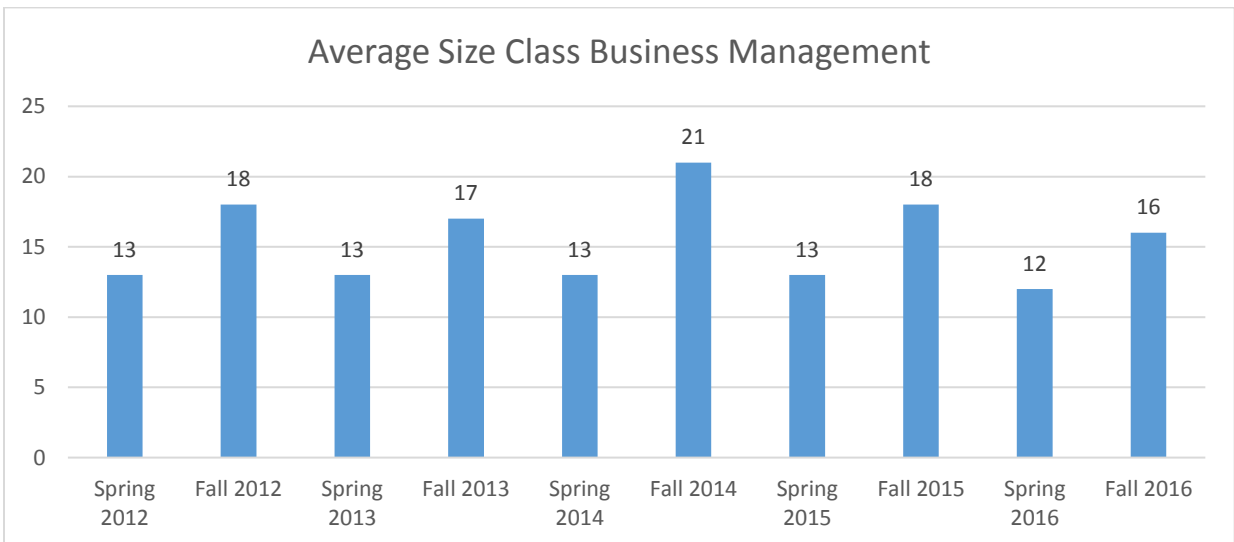
Appendix 2- Business Management Program Statistics (from Program Review 2017)

Graphs 9



Source: DataMart, and Banner WNMU

Graphs 10



Source: DataMart, and Banner WNMU



Appendix 3- Marketing Program Statistics (from Program Review 2017)

Table 1- Major/Minor Headcount

Academic Year	Total Declared	Total Majors	Total Minors
2011-12	4	0	4
2012-13	1	0	1
2013-14	1	0	1
2014-15	7	7	0
2015-16	12	9	3
2016-17	8	6	2

Source: DataMart, and Banner WVNMU

Table 2- Average Class Size

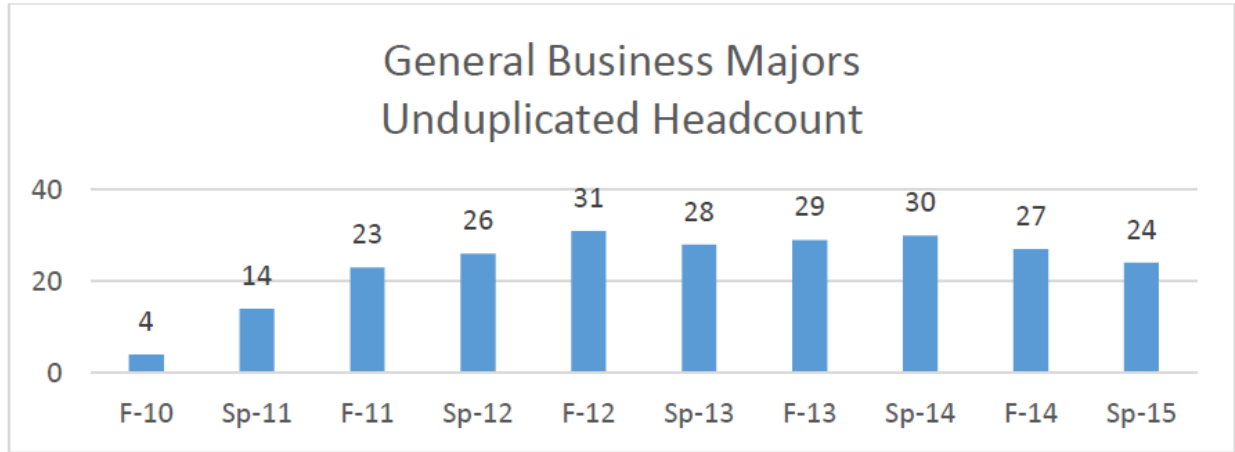
Academic Year	Fall	Spring
2013-14	13	17
2014-15	14	14
2015-16	15	14
2016-17	15	24

Source: DataMart, and Banner WVNMU



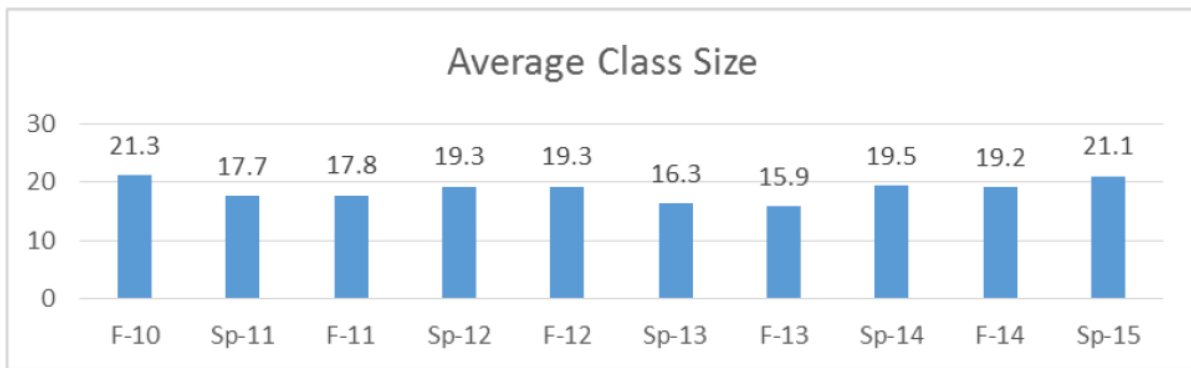
Appendix 4 General Business Program Statistics (From Program Review 2015-16 Prepared by Steven Chavez)

Graphs 11



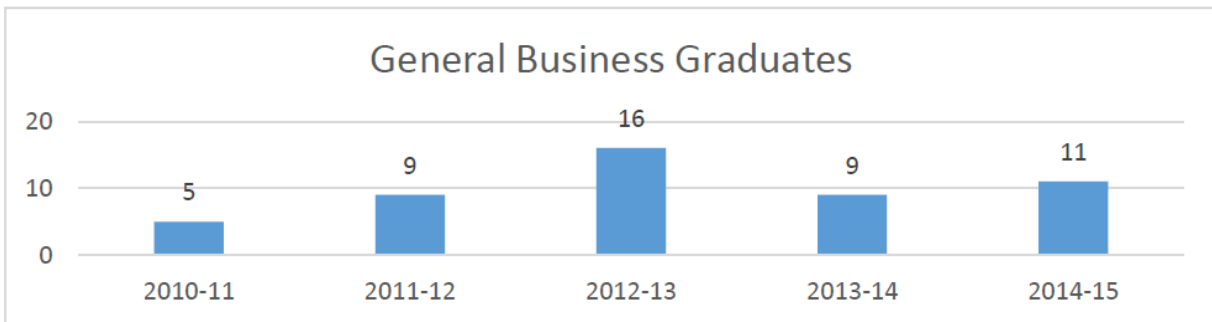
From Program Review 2015-16 Prepared by Steven Chavez

Graphs 12



From Program Review 2015-16 Prepared by Steven Chavez

Graphs 13



From Program Review 2015-16 Prepared by Steven Chavez



Appendix 5 Accounting Program Statistics (from Program Review 2017)

Table 3- Accounting Graduates

Year	Graduates
AY2011-12	10
AY2012-13	16
AY2013-14	7
AY2014-15	4
AY2015-16	5

Source: DataMart and Banner WNMU

Table 4- Accounting Average class size

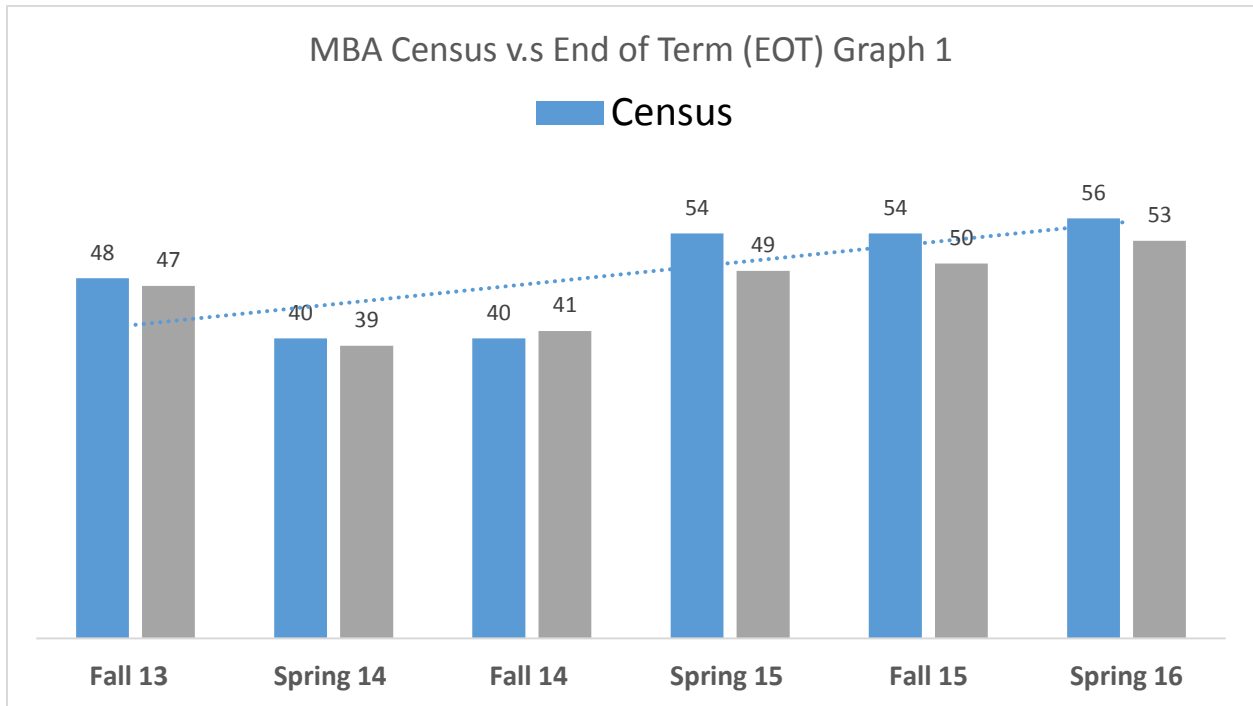
Academic Year	Class Offered	Number of Students	Average class size
2012	15	207	14
2013	16	246	15
2014	15	222	14
2015	11	138	13
2016	11	144	13
Total	71	957	13

Source: DataMart and Banner WNMU



Appendix 6. MBA Growth Report 2016 (Prepared under the direction of Miguel Vicens-Feliberty)

Graphs 14

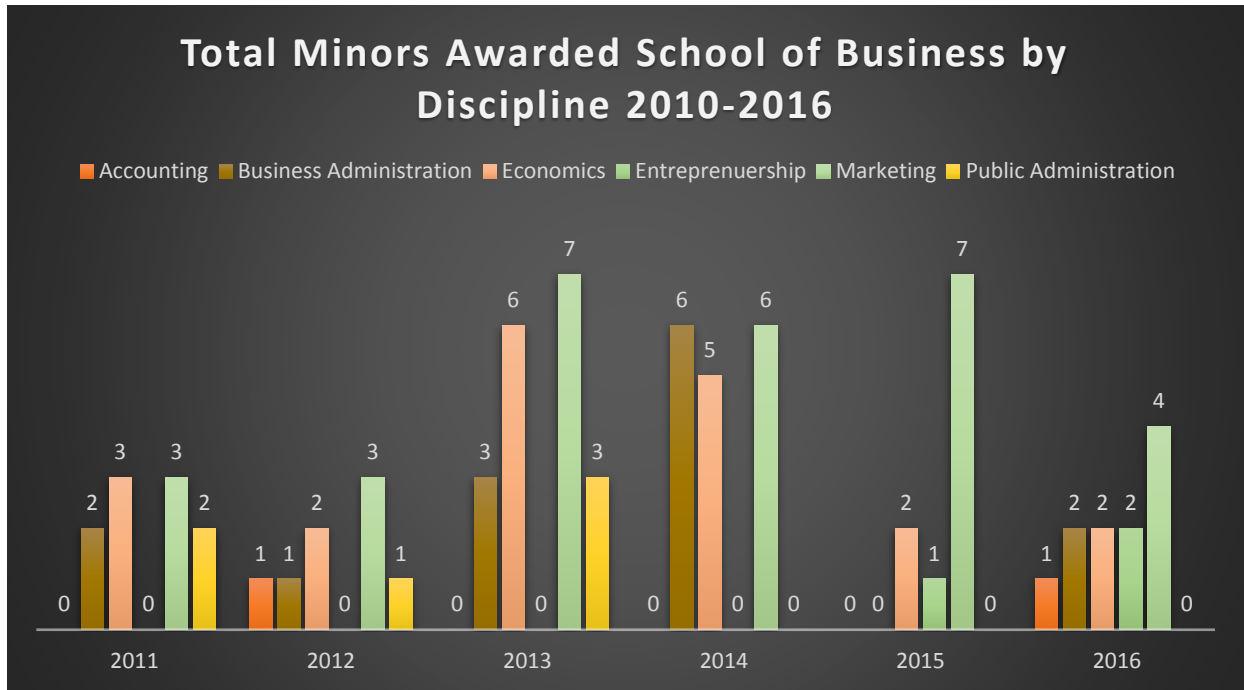


Source: DataMart and Banner WNMU



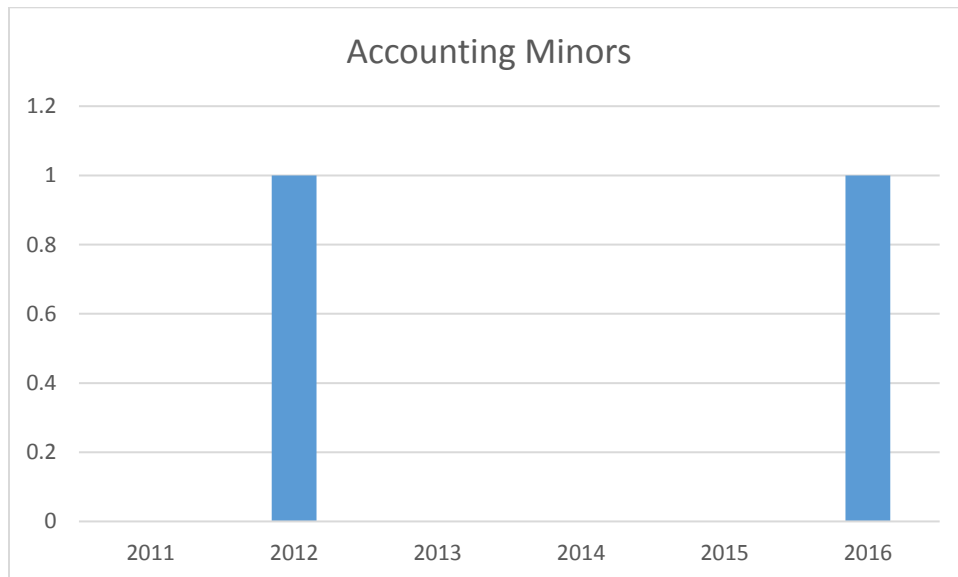
Appendix 7- Total minors awarded by discipline / and individually

Graphs 15



Source: DataMart, AA Canvas Page, and Banner WNMU

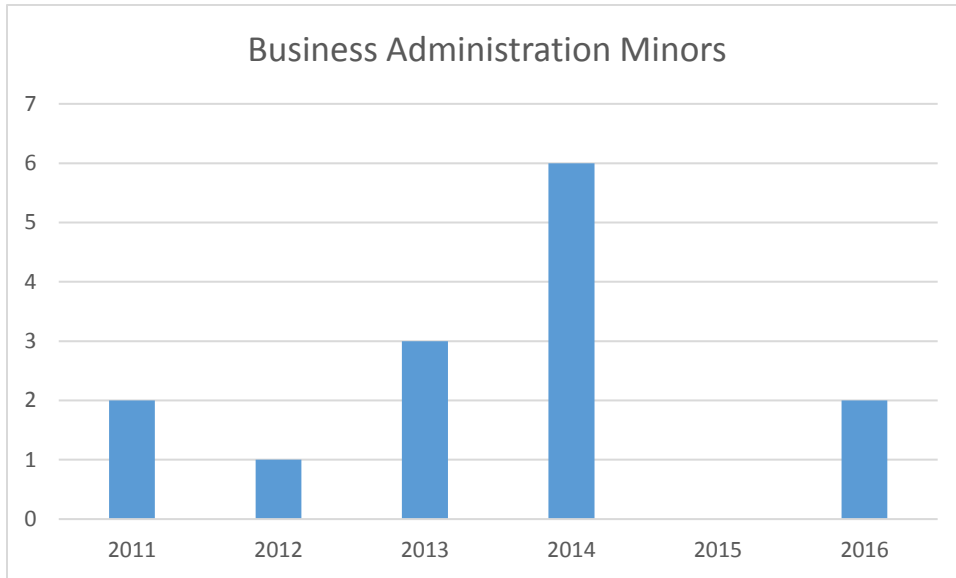
Graphs 16



Source: DataMart, AA Canvas Page, and Banner WNMU

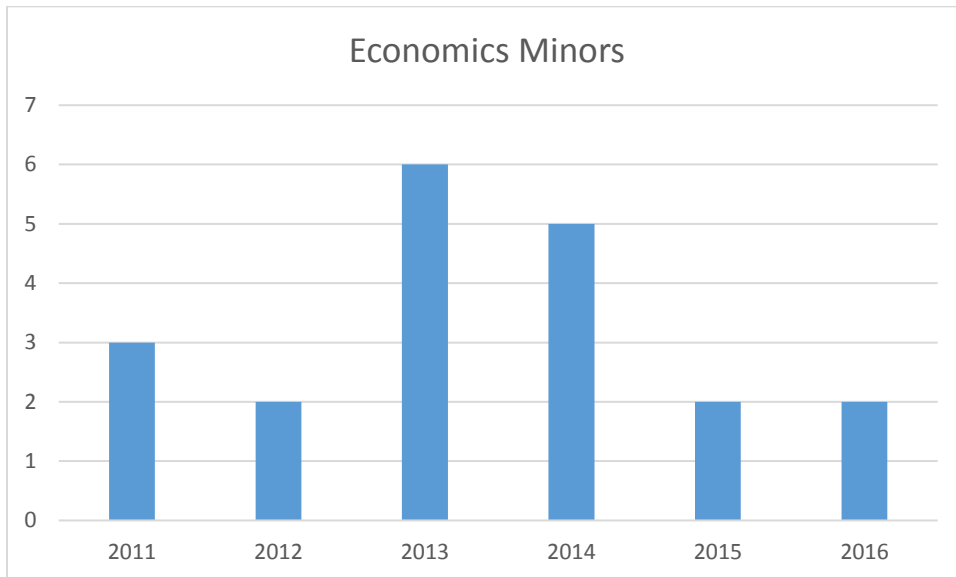


Graphs 17



Source: DataMart, AA Canvas Page, and Banner WVNMU

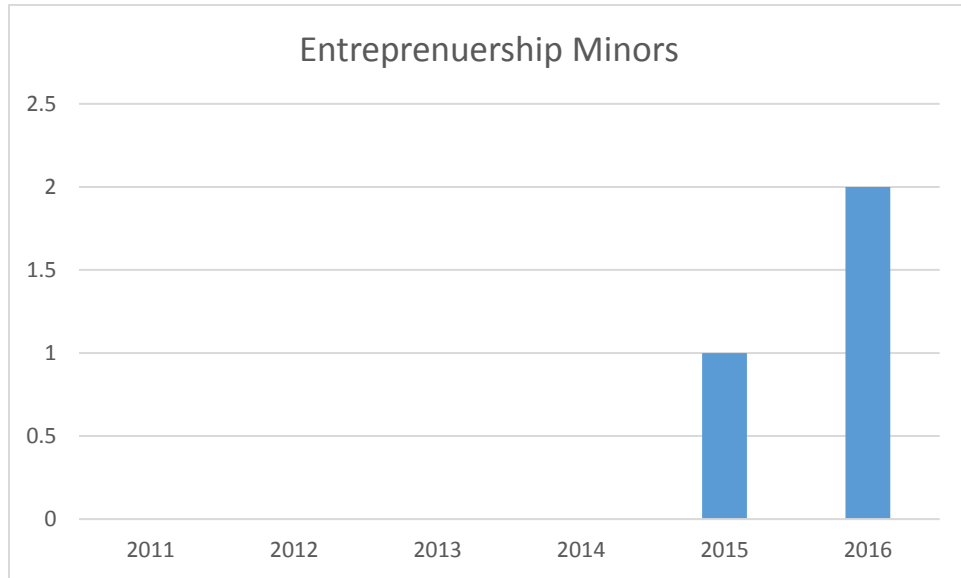
Graphs 18



Source: DataMart, AA Canvas Page, and Banner WVNMU

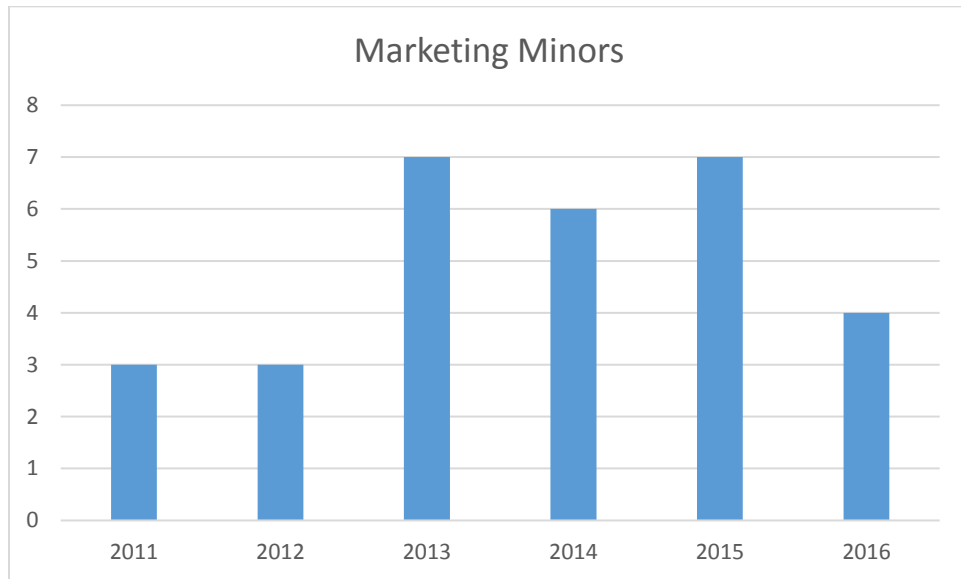


Graphs 19



Source: DataMart, AA Canvas Page, and Banner WNMU

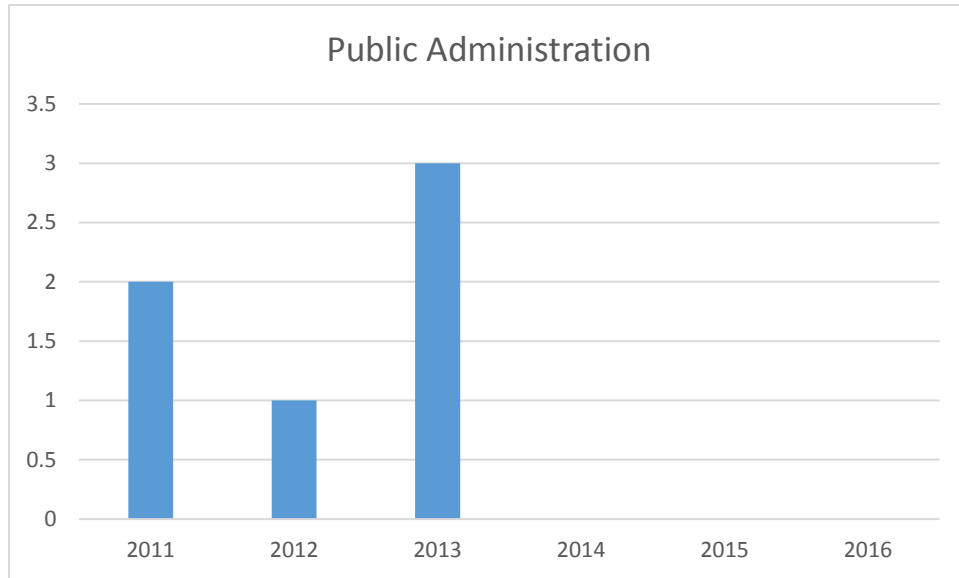
Graphs 20



Source: DataMart, AA Canvas Page, and Banner WNMU



Graphs 21



Source: DataMart, AA Canvas Page, and Banner WNMU



Appendix 8- Total credit hour production per department

Business Management

The Business Management degree requires the same Business Administration core as all Business programs, the credit hour production that is unique to the Business Management Program includes the other courses taught at the School of Business. The following is the credit hour production generated by the Business core and supporting coursework taught by the School of Business.

Academic Year	Fall	Spring
2011-12	1341	1146
2012-13	1734	1041
2013-14	1611	1107
2014-15	1362	1131
2015-16	1368	1149

Marketing

The table below represents the credit hour production unique to the Business Marketing Program (since re-integration in 2013) including all Marketing courses taught at the School of Business for the past three academic years, the Fall of 2106 and current (date of writing) estimates for the Spring of 2017:

Academic Year	Fall	Spring
2013-14	600	204
2014-15	828	1080
2015-16	708	816
2016-17	720	1128 (est.)

Accounting

Year	Student Head count	Credit Hour Production
2012	207	621
2013	246	738
2014	222	666
2015	138	414
2016	144	432

General Business

Academic Year	Lower Division	Upper Division
2010-11	852	957
2011-12	825	900
2012-13	825	888
2015-14	795	804
2014-15	756	879



Appendix 9- Degree tracks for the School of Business Degrees



MARKETING DEGREE TRACK

SCHOOL OF BUSINESS

For more information visit us <http://sb.wnmu.edu/undergrad/bbmarketing/>



The mission of the School of Business is to provide an experiential learning open environment that delivers diverse opportunities for students, faculty, and staff to develop academically, professionally, socially, and personally while catalyzing business and economic oriented initiatives.

About the program

Aligned with the mission and goals of the School of Business (SB), the Marketing degree provides students with opportunities to expand marketing and other business related skills and knowledge. Marketing classes allow students to experience the developmental, placement, pricing and promotional aspects of products and services in both for-profit and non-profit entities.

The School of Business, through the Marketing program, encourages and provides opportunities to interact with local businesses and organizations. Additionally, students engage individually and within learning teams in the classroom, and can elect to join the Marketing Club and/or the Delta Mu Delta International Honor Society in Business. During the students' tenure in the Marketing program, they will have multiple opportunities to apply the knowledge and skills acquired to real world business scenarios including local, regional, national, multi-cultural and international environments.

As part of these opportunities, the Marketing faculty serve as mentors in developing business plans, feasibility studies, economic impact and many other industry instruments that prepares students for a professional career. In addition to Marketing classes, the young professionals will have the opportunity to create and develop individual and team-based ideas in other School of Business disciplines including Management, Economics, Finance, Accounting and the new Entrepreneurship program. Technology transfer, commercialization and sustainability are only a few of focus areas within the School of Business. Marketing students can also gain course/program credits by taking advantage of internships available in local businesses.

Year 1/Semester 1	Year 1/Semester 2	Year 2/Semester 1	Year 2/Semester 2	Year 3/Semester 1	Year 3/Semester 2	Year 4/Semester 1	Year 4/Semester 2
ENG 101 (3 hrs, Area I)	ENG 102 (3 hrs, Area I)	Math 121 (3 hrs)	Math 221 (3 hrs)	MATH 321 (3 hrs)	MIS 405 (3 hrs)	COMM 400 (3 hrs)	MKTG 349 (3 hrs)
COMM 110 (3 hrs, Area I)	CMPS 110 (3 hrs, TL Area)	ECON 201 (3 hrs)	ECON 202 (3 hrs)	MKT 340 (3 hrs)	MKTG 341 (3 hrs)	MKTG 445 (3 hrs)	MKTG 346 (3 hrs)
MATH 131 (3 hrs, Area II)	HIST 111 (3 hrs, Area V)	MUSC 111 (3 hrs, Area V)	COMM 211 (3 hrs)	MGT 350 (3 hrs)	MGT 451 (3 hrs)	MKTG 347 (3 hrs)	MKTG 348 (3 hrs)
SOC 101 (3 hrs, Area IV)	PHIL 100 (3 hrs, Area V)	BSAD 100 (3 hrs, Area IV)	ACCT 230 (3 hrs)	ACCT 231 (3 hrs)	BSAD 355 (3 hrs)	BSAD 360 (3 hrs)	BSAD 361 (3 hrs)
PHSC 101 (4 hrs, Area III)	PHYS 151 (4 hrs, Area III)	PHIL 101 (3 hrs, Area V)	BSAD 300 (3 hrs)	FINC 370 (3 hrs)	BSAD 441 (3 hrs)	BSAD 486 (3 hrs)	BSAD 497 (3 hrs)
16 Credit Hours	16 Credit Hours	16 Credit Hours	18 Credit Hours	18 Credit Hours	18 Credit Hours	15 Credit Hours	15 Credit Hours

General Ed Requirement (Areas I-V & TL) (41 Total Hours)	BS/BBA Requirement (6 Total Hours)	Supporting Coursework (12 Total Hours)	Business Core Requirements (24 Total Hours)	Marketing Core Requirements (24 Total Hours)	Guided Upper Division Electives (9 Total Hours)	Additional Courses (15 Total Hours)	131 Total Hours

NOTE: Following this tract will provide students with a BBA Degree in Marketing along with a minor in Entrepreneurship and communications. This suggested study plan will take you out of the classroom and into the business world in 4 years. The advisors at the School of Business will help you substitute classes and organize a degree plan that works for you.



GENERAL BUSINESS DEGREE TRACK SCHOOL OF BUSINESS

<http://sb.wnmu.edu/undergrad/general-business/>

About the program

A degree in general business prepares students for a career in a supervisory position in the area of their associate/technical degree. The associate degree, or other coursework, is combined with a specialization in management to produce uniquely qualified managerial personnel.

Aligned with the mission and goals of the School of Business (SB), the General Business degree provides students with opportunities to diversify their skills in business and increase their knowledge of the business world in a very flexible manner. The selected core of Business classes allow students to experience each of the areas of business, such as: the management of a business, its finances, accounting systems, economic reasoning, marketing tools and entrepreneurial skills.

This degree is perfect to cover a broad range or basics, or for students with interdisciplinary interests. Minors are encouraged in the School of Business programs. We offer minors in: Accounting, Business Administration, Economics, Entrepreneurship and Marketing.



The mission of the School of Business is to provide an experiential learning open environment that delivers diverse opportunities for students, faculty, and staff to develop academically, professionally, socially, and personally while catalyzing business and economic oriented initiatives.

		Year 1		Year 2		Year 3		Year 4							
Semester 1	BSAD 100 (Area IV)	Semester 2	ENGL 102 (Area I)	Semester 3	ENGL 200 (Or any English Area V)	Semester 4	MATH 221	Semester 5	BSAD 360	Semester 6	MKTG 340	Semester 7	ECON 350 (or other Upper Level ECON)	Semester 8	Additional Courses
ENGL 101 (Area I)	MATH 131	HIST 111 (Or any 112/201/202)	MATH 101 (Area I)	ECON 201	ECON 202	ACCT 230	ACCT 231	MATH 321	MGMT 461	BSAD 355	BSAD 441	RINC 370	BSAD 486	Additional Courses	Additional Courses
MATH 121 (Or any on Area II)	POLS 201 (Or any on Area IV)	NATURAL SCIENCE COURSE + Lab (Area III)	PHIL 100 (Or any on Area V)	NATURAL SCIENCE COURSE + Lab (Area III)	PHIL 100 (Or any on Area V)	BSAD 300	MGMT 452	Additional Courses	Additional Courses	BSAD 361	MIS 405	MGMT 451	Additional Courses	BSAD 497	Additional Courses
16 Credits Hours	15 Credits hours	15 Credits hours	16 Credits hours	15 Credits hours	15 Credits hours	15 Credits hours	15 Credit hours	15 Credit hours	15 Credit hours	15 Credit hours	15 Credit hours	15 Credit hours	15 Credit hours	15 Credit hours	15 Credit hours
GEN ED REQUIREMENT (41 Total hours)	SUPPORTING COURSE- WORK (12 Total Hours)	BUSINESS CORE (24 Total Hours)	GUIDED UPPER DIVI- SION ELECTIVES (24 Total Hours)	ADDITIONAL COURSES (15 Total Hours)	BS/BBA REQUIREMENT (5 Total Hours)										

The General Business program can be completed in 4 years with a total of 122 credit hours. This suggested study plan will take you out of the classroom and into the business world in 4 years with a BSBA in General Business and a Minor in Entrepreneurship. The advisors at the School of Business will help you substitute classes and organize a degree plan that works for you.



BUSINESS MANAGEMENT DEGREE TRACK SCHOOL OF BUSINESS

For more information visit us at <http://sb.wnmu.edu/undergrad/management/>



About the program

Aligned with the mission and goals of the School of Business (SB), the **Business Management** degree provides students with opportunities to expand managerial and business related skills and knowledge. Business Management classes allow students to experience the operations of a business; both for-profit and non-profit.

The School of Business, through the **Business Management** program encourages and provides opportunities to interact with local businesses and organizations. During the student's tenure in the **Business Management Program** they will have multiple opportunities to apply the knowledge acquired in the classroom to real businesses. International trade, manufacturing, and services are among the various types of environments that student will be exposed to while in the program. As part of these opportunities, the **Business Management** faculty serves as mentors in developing business plans, feasibility studies, economic impact analyses and many other industry instruments that prepares students for a professional career.

In addition to managerial classes, the young professionals will have the opportunity to create and develop their ideas through the department's new **Entrepreneurship** classes. Technology transfer, commercialization and sustainable businesses are only a few of the areas of study focused on by the School of Business. Minors are encouraged in the School of Business programs. We offer minors in: **Accounting, Business Administration, Economics, Entrepreneurship and Marketing.**

The mission of the School of Business is to provide an experiential learning open environment that delivers diverse opportunities for students, faculty, and staff to develop academically, professionally, socially, and personally while catalyzing business and economic oriented initiatives.

		Year 1		Year 2		Year 3		Year 4	
		Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
BSAD 100 (Area IV)	ENGL 102 (Area I)	ENGL 102 (Area I)	ENGL 205 (Or any English Area V)	MATH 221	MATH 221	BSAD 360	MKTG 340	ECON 350 (or other Upper Level ECON)	MGMT 454
ENGL 101 (Area I)	MATH 131	MATH 131	ECON 201	ECON 202	MATH 321	MATH 321	MGMT 461	FINC 370	BSAD 486
MATH 121 (Or any on Area II)	HIST 111 (Or any 112/201/202)	HIST 111 (Or any 112/201/202)	NATURAL SCIENCE COURSE + Lab (Area III)	ACCT 230	ACCT 231	ACCT 231	BSAD 355	BSAD 441	Business guided elective
POLS 201 (Or any on Area IV)	COMM 110 (Area I)	COMM 110 (Area I)	PHIL 100 (Or any on Area V)	BSAD 300	MIS 405	MIS 405	MGMT 451	Business guided elective	FINC 471
NATURAL SCIENCE COURSE + Lab (Area III)	PSY 102 (Or any on Area IV)	PSY 102 (Or any on Area IV)	CMPS 110 or 111	MGMT 350	MGMT 452	MGMT 452	BSAD 361	Business guided elective	BSAD 497
Total 16 Credit Hours	Total 15 Credit Hours	Total 15 Credit Hours	Total 16 Credit Hours	Total 15 Credit Hours	Total 15 Credit Hours	Total 15 Credit Hours	Total 15 Credit Hours	Total 15 Credit Hours	Total 15 Credit Hours
GEN ED REQUIREMENTS (41 Total hours)		BUSINESS CORE (24 Total Hours)		SUPPORTING COURSEWORK (24 Total Hours)		MANAGEMENT CONCENTRATION (24 Total Hours)		BUSINESS GUIDED ELECTIVES (9 Minimum Hours)	

The Business Management program can be completed in 4 years with a total of 122 credit hours. This suggested study plan will take you out of the classroom and into the business world in 4 years with a BBA in Management and a Minor in Entrepreneurship. The advisors at the School of Business will help you substitute classes and organize a degree plan that works for you.



MARKETING DEGREE TRACK SCHOOL OF BUSINESS

For more information visit us <http://sb.wnmu.edu/undergrad/bba/marketing/>



The mission of the School of Business is to provide an experiential learning open environment that delivers diverse opportunities for students, faculty, and staff to develop academically, professionally, socially, and personally while catalyzing business and economic oriented initiatives.

About the program

Aligned with the mission and goals of the School of Business (SB), the Marketing degree provides students with opportunities to expand marketing and other business related skills and knowledge. Marketing classes allow students to experience the developmental, placement, pricing and promotional aspects of products and services in both for-profit and non-profit entities.

The School of Business, through the Marketing program, encourages and provides opportunities to interact with local businesses and organizations. Additionally, students engage individually and within learning teams in the classroom, and can elect to join the Marketing Club and/or the Delta Mu Delta International Honor Society in Business. During the students' tenure in the Marketing program, they will have multiple opportunities to apply the knowledge and skills acquired to real world business scenarios including local, regional, national, multi-cultural and international environments.

As part of these opportunities, the Marketing faculty serve as mentors in developing business plans, feasibility studies, economic impact and many other industry instruments that prepares students for a professional career. In addition to Marketing classes, the young professionals will have the opportunity to create and develop individual and team-based ideas in other School of Business disciplines including Management, Economics, Finance, Accounting and the new Entrepreneurship program. Technology transfer, commercialization and sustainability are only a few of focus areas within the School of Business. Marketing students can also gain course/program credits by taking advantage of internships available in local businesses.

Year 1/Semester 1	Year 1/Semester 2	Year 2/Semester 1	Year 2/Semester 2	Year 3/Semester 1	Year 3/Semester 2	Year 4/Semester 1	Year 4/Semester 2
ENG 101 (3 hrs, Area I)	ENG 102 (3 hrs, Area I)	Math 121 (3 hrs)	Math 221 (3 hrs)	MATH 321 (3 hrs)	MIS 405 (3 hrs)	COMM 400 (3 hrs)	MKTG 349 (3 hrs)
COMM 110 (3 hrs, Area I)	CMP 110 (3 hrs, TL Area)	ECON 201 (3 hrs)	ECON 202 (3 hrs)	MKT 340 (3 hrs)	MKTG 341 (3 hrs)	MKTG 445 (3 hrs)	MKTG 346 (3 hrs)
MATH 131 (3 hrs, Area II)	HIST 111 (3 hrs, Area V)	MUSC 111 (3 hrs, Area V)	COMM 211 (3 hrs)	MGT 350 (3 hrs)	MGT 451 (3 hrs)	MKTG 347 (3 hrs)	MKTG 348 (3 hrs)
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PHSC 101 (4 hrs, Area III)	PHYS 151 (4 hrs, Area III)	PHIL 101 (3 hrs, Area V)	BSAD 300 (3 hrs)	FINC 370 (3 hrs)	BSAD 441 (3 hrs)	BSAD 486 (3 hrs)	BSAD 497 (3 hrs)
16 Credit Hours	16 Credit Hours	16 Credit Hours	18 Credit Hours	18 Credit Hours	18 Credit Hours	15 Credit Hours	15 Credit Hours

General Ed Requirement (Areas I-V & TL) (41 Total Hours)	BS/BBA Requirement (6 Total Hours)	Supporting Coursework (12 Total Hours)	Business Core Requirements (24 Total Hours)	Marketing Core Requirements (24 Total Hours)	Guided Upper Division Electives (9 Total Hours)	Additional Courses (15 Total Hours)	131 Total Hours
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NOTE: Following this tract will provide students with a BBA Degree in Marketing along with a minor in Entrepreneurship and communications. This suggested study plan will take you out of the classroom and into the business world in 4 years. The advisors at the School of Business will help you substitute classes and organize a degree plan that works for you.