

BOARD OF HIGHER EDUCATION
REQUEST FOR COMMITTEE AND BOARD ACTION

COMMITTEE: Assessment and Accountability

NO.: AAC 06-09

COMMITTEE DATE: February 9, 2006

BOARD DATE: February 16, 2006

APPROVAL OF REVIEW OF STATE COLLEGE BUSINESS PROGRAMS

MOVED: The Board of Higher Education shall conduct a review of all business programs in the state colleges that are not currently professionally accredited by the AACSB (Association to Advance Collegiate Schools of Business International). The Board of Higher Education directs the Chancellor to report the results of the review by June 2007.

Authority: 15A Section 9 (b)(c)(f) and (s)

Contact: Aundrea Kelley, Associate Vice Chancellor for Academic Policy

Massachusetts Board of Higher Education

—Meeting the Present and Future Needs of the Commonwealth—

A Review of Undergraduate and Graduate Business Programs in the State Colleges

To fulfill its mission to make programs of excellence accessible to the people of the Commonwealth, public higher education must dedicate itself to quality, offering rigorous programs that conform to current knowledge and standards and that are responsive to the needs of the Commonwealth. In accordance with its authority (15A, Section 9 (b)(c)(f) and (s)), the Board of Higher Education will undertake a program review to determine the quality of undergraduate and graduate programs in the field of business and the ability of those programs to meet state workforce needs and standards. The results will inform the Board as it discusses how public higher education can best meet the need and demand for business degree programs in the Commonwealth.

Currently, business management and administrative services programs graduate the largest number of students at the University, the second highest number of students at the state colleges, and the third highest at the community colleges. 2005 College Board data on plans of college-bound high school juniors and seniors show that the largest number – 17 percent of potential University of Massachusetts applicants and 13 percent of potential applicants to a Massachusetts state college – cite business as their intended major.

The most recent system-wide review of business programs took place 20 years ago. The 1986 report of the Board of Regents evaluation of Massachusetts public higher education business programs, conducted by a team of experienced AACSB¹ reviewers, identified several concerns that impacted overall program quality, including matters related to:

- student academic advising;
- faculty, including workload and professional development;
- curriculum; and
- sufficiency of resources for evening division programs.

The report recommended that preparing business programs for accreditation would help remedy many of the concerns that had been uncovered. Since the time of the review, the University programs have all become nationally accredited by the AACSB, the primary accreditation organization in the world for business programs. None of the programs at the state colleges have been AACSB accredited, although Salem State College is in the process of seeking accreditation. These programs, therefore, do not benefit from the validation of program quality that stems from external review according to a rigorous set of standards.

The specific objectives of a state-wide program review by the Board of Higher Education will address the issues of whether:

1. business programs that meet high standards and quality are available to state residents at the state colleges;

¹ In 2003 AACSB (The American Assembly of Collegiate Schools of Business) revised its accreditation standards to be applicable to business programs globally. The organization was renamed AACSB International (The Association to Advance Collegiate Schools of Business International).

2. programs are designed to prepare students for the globally competitive 21st century business environment;
3. students can seamlessly transfer from business programs at the community colleges to those at the state colleges;
4. employment or further educational opportunities exist for graduates;
5. employers are satisfied with the preparation of state college business graduates; and
6. unnecessary duplication of programs exists.

The review process will occur in two phases. This motion refers to phase one which will include the development of standards by October 2006, campus completion of departmental/program self study assessments using the newly developed standards, campus submission to the Board of assessment findings and action steps, and the Chancellor's report to the Board by June 2007.

During the second phase, the Chancellor will conduct an external review of business programs followed by the submission of the report of the external evaluators and staff recommendations to the Board.

**Massachusetts Public Higher Education
Top 10 Fields of Degrees and Certificates Awarded in 2005 by Segment**

<i>State University</i>	1.	Business Management And Administrative Services	1,988
	2.	Social Sciences And History	1,255
	3.	Education	960
	4.	Psychology	845
	5.	Engineering	743
	6.	Health Professions And Related Sciences	728
	7.	Computer And Information Sciences	535
	8.	Visual And Performing Arts	502
	9.	Biological Sciences/Life Sciences	492
	10.	English Language And Literature/Letters	484
<i>State College</i>	1.	Education	2,520
	2.	Business Management And Administrative Services	1,005
	3.	Psychology	622
	4.	Visual And Performing Arts	601
	5.	Social Sciences And History	404
	6.	Health Professions And Related Sciences	388
	7.	Protective Services	366
	8.	English Language And Literature/Letters	299
	9.	Communications	268
	10.	Public Administration And Services	246
<i>Community College</i>	1.	Health Professions And Related Sciences	2,906
	2.	Liberal Arts And Sciences	2,221
	3.	Business Management And Administrative Services	1,559
	4.	Protective Services	713
	5.	Engineering-Related Technologies	541
	6.	Computer And Information Sciences	494
	7.	Education	367
	8.	Visual And Performing Arts	263
	9.	Public Administration And Services	195
	10.	Home Economics	172
<i>System</i>	1.	Business Management And Administrative Services	4,552
	2.	Health Professions And Related Sciences	4,022
	3.	Education	3,847
	4.	Liberal Arts And Sciences	2,556
	5.	Social Sciences And History	1,669
	6.	Psychology	1,507
	7.	Visual And Performing Arts	1,366
	8.	Protective Services	1,307
	9.	Computer And Information Sciences	1,225
	10.	Engineering	894

Massachusetts Public Higher Education
Business Program Enrollment and Degrees Awarded – By Campus

Segment	Institution	Number of Students Enrolled Fall 2004	Number of Degrees Awarded FY 2005
<i>State University</i>	University of Massachusetts Amherst	2,750	785
	University of Massachusetts Boston	1,531	450
	University of Massachusetts Dartmouth	1,641	376
	University of Massachusetts Lowell	1,293	377
	State University Total	7,215	1,988
<i>State College</i>	Bridgewater State College	1,146	212
	Fitchburg State College	502	123
	Framingham State College	618	132
	Massachusetts College of Liberal Arts	184	68
	Massachusetts Maritime Academy	60	13
	Salem State College	1,213	203
	Westfield State College	531	115
	Worcester State College	714	139
	State College Total	4,968	1,005
<i>Community College</i>	Berkshire Community College	261	65
	Bristol Community College	937	150
	Bunker Hill Community College	1,021	169
	Cape Cod Community College	490	51
	Greenfield Community College	235	50
	Holyoke Community College	960	155
	Mass Bay Community College	669	66
	Massasoit Community College	840	122
	Middlesex Community College	1,230	166
	Mt. Wachusett Community College	405	91
	North Shore Community College	398	53
	Northern Essex Community College	725	132
	Quinsigamond Community College	717	133
	Roxbury Community College	288	46
	Springfield Technical Community College	620	110
	Community College Total	9,796	1,559
System Total		21,979	4,552