



State of New Jersey  
GLASSBORO STATE COLLEGE  
GLASSBORO, NEW JERSEY 08028

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ADMINISTRATIVE STUDIES DEPARTMENT  
(609) 445-6025

To: Dean Leo C. Beebe  
From: Robert E. Pritchard, Chairperson, Accounting and Finance  
Subj: Minor in Business Administration

Please find attached a proposal for the Minor in Business Administration which we discussed. I look forward to discussing it with you in detail.

## PROPOSAL

### MINOR IN BUSINESS ADMINISTRATION

Prepared by: Dr. Robert E. Pritchard  
Professor of Finance and  
Chairperson of  
Accounting and Finance

#### PURPOSE

The purpose of this proposal is to provide the rationale and method for implementing a Minor in Business Administration commencing Fall Semester 1983.

#### RATIONALE

With the ongoing economic changes many students have chosen to major in Business Administration both at Glassboro State College and colleges across the country. Some clearly want to major in Business; others do so because they view this major as a means to employment. In less extraordinary economic times they might major in the arts and sciences or other areas of their primary interest.

As a result of the constant growing desire to major in Business, Glassboro State College now has some 1,400 business majors who, along with non majors, are generating over 800 FTEs in the Administrative Studies Department. Business majors take approximately one-half of their courses in other departments, thus filling seats in many areas throughout the college.

Since the inception of the Administrative Studies Department, teaching has depended to a large extent on the use of adjunct professors. There are presently only 21 full-time faculty in the

department, teaching 60 percent of the sections. And, this 60 percent represents an increase. At one time more than one-half of the business sections were taught by adjunct and part-time faculty. The "improvement" to 60 percent has resulted from extremely tight scheduling, by raising "caps" for most sections to 35 students, by using large capacity lecture classes and by turning many students away. Both Business majors and non majors are not, in many instances, able to get the courses they want and/or need to graduate in a timely manner.

The goal for the Administrative Studies Division is to achieve at least 75 percent instruction by full-time faculty and to meet the needs of both majors and non majors. This goal is easily justifiable.

- Accreditation by the American Assembly of Collegiate Schools of Business (AACSB) requires it. Their accreditation would be useful in attracting more and particularly better quality students to Glassboro State College.
- Managing the large number of adjuncts who frequently teach for a year or two and then leave is a formidable task which takes faculty time from other departmental and college activities.
- While some adjuncts do offer special expertise, in general, the quality of instruction is frequently not as high as it is with full-time faculty. Further, since adjuncts generally have little knowledge of the Business Programs they can offer little in the way of student advisement and counseling.

One way to achieve the 75 percent full-time faculty teaching goal would be to limit the enrollment of Business Administration majors at Glassboro State. This could be accomplished by reducing the numbers of incoming freshmen, transfer students and changes/declaration of major to Business Administration.

Some people seem to feel that if a student applying at Glassboro State College to major in Business is not accepted into this major, then he or she will come to Glassboro anyway and major in another field. Given the numbers of colleges offering business programs, this line of reasoning may prove to be wishful thinking at best.

Rather, decreasing the number of Business majors will decrease the total college enrollment--enrollment in all areas of the college. A reduction in Business majors from 1,400 to 1,100 (approximately the number needed to achieve the 75 percent goal) would result in a decrease in approximately 300-400 FTE's or about 15 to 20 faculty lines. The resultant loss of faculty lines in the Arts and Sciences and Fine and Performing Arts could cause elimination of courses, reductions in programs, perhaps even the elimination of some majors. This could well have a domino effect. As other programs are eliminated, potential Glassboro State College students will matriculate at institutions which offer the programs they want.

Consequently, reducing the number of Business majors would have a very detrimental effect on the college overall and would also be a disservice to the public. If taxpayers want a large Business Program why shouldn't Glassboro State College be able to accommodate them? As a public institution we should be able to respond to the public demand.

At present, about one-half of the lower division courses and about one-quarter of the upper division business courses are taken by non-business majors. Some of these students are in fact minoring in Business Administration. However, since a minor does not exist, these students are generally not properly advised, frequently take courses without having completed the prerequisites and

take seats badly needed by Business majors.

Other non-business majors take business courses to complete requirements in their degree program (e.g. Communications). Again, these students often lack prerequisites. Communication majors in the Advertising Specialization are a good example. They are required to take Principles of Marketing but generally can not fit the prerequisite economics courses into their programs.

It is hereby proposed that Business Administration courses be limited exclusively to Business Administration majors. As a first estimate, this would enable the Administrative Studies Division to reduce its offerings by about 20 sections per semester. However, those students who want to minor in business or need business courses to meet their major requirements would not be able to take business courses. Thus, a formalized minor in Business Administration including the courses needed to serve existing requirements for other majors is needed. Having a well designed minor could have an added benefit--it could very well attract students into other majors at Glassboro State College. These students would major in the area of their primary interest and use the minor in business as a vehicle to help assure employment upon graduation. In addition, students desiring to attend Glassboro State College for the purpose of only taking the minor (such as some adult non-traditional students) could be given a certificate upon completion. This might also increase enrollments and better serve the public.

#### PROGRAM DESIGN

The proposed minor in Business Administration would consist of the six courses as listed below:

- Business Math (new course)
- Intro to Accounting (new course)
- Intro to Marketing (new course)
- Intro to Management (existing course)
- Intro to Finance (new course)
- Elementary Economics (existing course)

The courses would have no prerequisites and could be taken in any order. When fully implemented, probably five sections of each course would be offered each semester--four day and one evening (for a total of 30 sections). Initially, the program could offer Intro to Management and Elementary Economics (the two existing courses). Other courses would be added as they are developed.

#### PROGRAM INSTRUCTION

The American Federation of Teachers working in conjunction with the Glassboro State College Administration would identify competent staff members from departments with low enrollments to teach the courses either as a part or all of their teaching load. These faculty would remain as members of their "home" department and be on loan to the "Director of the Business Administration Minor"--a full-time Administrative Studies faculty member designated by the Dean of Administrative Studies.

The "Director" would schedule classes and coordinate faculty schedules with the teachers' home departments. The "Director" would recruit adjuncts on an "as necessary" basis to fill any gaps and assist in developing programs of study for any faculty member who would like to teach business courses but does not presently feel qualified or who would like to become better qualified. The Director would also develop course syllabi, select books, etc., to assure continuity throughout the minor. These responsibilities would be carried out with consultation of the various departments involved.

Business Majors would not receive credit for any of the minor courses--even if they changed their major to Business Administration later in their college careers. The Minor courses would be solely for students not majoring in Business Administration. Students completing the minor would have this noted on their transcripts and, of course, include the minor on their resumes.

### Timing

The program could be in place and advertised for the Fall 1983 semester. This would require the approval of the minor and the tentative approval of the new courses. The courses would be listed in the Master Schedule of courses in a special place designed "Business Administration Minor". Those courses in Mathematics and Economics would also be listed in the Mathematics and Economics sections of the Master Schedule.

### Advertising and Promotion

Promotion of the Minor program would be carried out using methods such as the following:

- Several articles in the "Bottom Line," the regular newspaper produced for Business Majors and distributed to all students taking business courses.
- An article in the spring issue of "Parents Press"
- An article in the alumni journal.
- News releases and stories in the Courier Post, Gloucester County Times, Atlantic City Press, and other newspapers.
- One-page insert included in the front cover of the current Glassboro State College Catalog.
- A one-page insert included with all applications sent to potential freshmen/transfer students and a similar insert included with all acceptance letters.
- A letter describing the Minor to all high school counselors in New Jersey and all Community College Deans.
- An article(s) in the "Whit."
- An article(s) in the "Management Institute Newsletter."
- Special mention of the Minor on the first page of the Fall 1983 "Master Schedule of Classes."

In addition, a short (inexpensive) brochure describing the Minor in Business Administration program would be developed to explain the courses, etc. This would be made available for students through all college offices including Academic Advisement, Admissions, Adult and Continuing Education, Counseling, etc. Further, copies would be provided to all academic departments.

### Conclusion

The Minor in Business Administration will help to attract and keep students at Glassboro State College. Business majors will be able to take the courses they need in a timely manner and some demand for courses in Mathematics and Economics (two heavily burdened areas) will be alleviated. The number of sections offered by the Administrative Studies Division will be increased overall to accommodate those students taking the minor. However the number of sections for Business Majors will be decreased so that the goal of 75% instruction of Business Majors by full-time Business faculty can be achieved.

Having the minor will also help to attract students to major in other areas at Glassboro State College--areas of their primary interest. Since the Minor courses may be taken in any sequence, the minors should be easy to integrate into most major programs and provide Glassboro State with a competitive edge!

Lastly, the development of the Minor program jointly by the College Administration, the Administrative Studies Division, and the American Federation of Teachers, will give all of us an opportunity to work together to meet goals which will serve the College and our students. Instead of worrying over the possibility of RIFs we can work to increase our enrollments and help faculty who so desire to respond to new teaching and learning challenges!