



80-81-5



FACULTY SENATE

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

October 8, 1980

To: Senate President
Senate Curriculum Committee (SCC)
Department Chairpersons
Divisional Deans
Whit (Boro Briefs)

From: Dr. Dickinson Gardiner, Chairperson, (SCC)

Re: SCC Meeting and Open Hearing

Time: 3:15 p.m. - 4:45 p.m. October 14th, Tuesday, in
Savitz Conference Room

Open Hearing

3:15 p.m. 80-81-5 Proposal for Changing the degree "Bachelor of Arts in Administrative Studies" to Bachelor of Science in Business Administration for all Business specialization.

3:35 p.m. Old Business - General Studies

Tentative Open Hearing Dates in Savitz Conference Room

Tuesday, October 14th - 3:15 p.m.
Tuesday, Nov. 4th 12:45 p.m.
Wed. Nov. 19th 9:30 a.m.
Tues. Dec 2nd 12:45 p.m.

DG/bc
encl..

OFFICE OF THE VICE-PRESIDENT
FOR ACADEMIC AFFAIRS
OCT 9 1980
GLASSBORO STATE COLLEGE

APPROVAL FORM

- 1) An approval form must accompany each proposal.
- 2) A proposed catalogue description of the course must accompany the proposal as a separate page.
- 3) Results of all consultations must be attached to the proposal.

Proposal for Changing the degree "Bachelor of Arts in Administrative Studies" to Bachelor of Science in Business Administration for all business specialization.

Proposal Title _____

Sponsor(s) Enslin, Fillebrown, Bradway Dept. Administrative Studies

Check One { Course _____ Credit/Level/Title Change or deletion _____ Other Degree Title Change _____

Concentration _____ Specialization _____ Major Program _____ Certification _____

Graduate _____ Undergraduate No. of Credits _____

REVIEWS

Department Curr. Comm.
Reviewed May 13, 1980
Date

Division Curr. Comm.
Reviewed May 13, 1980
Date

Dean of Division
Reviewed 9-29-80
Date

Approved _____
Not Approved May 13, 1980
Date

Approved _____
Not Approved May 13, 1980
Date

[Signature]
Signature

[Signature]
Chairperson Dept. Curr. Comm.
[Signature]
Department Chairperson

[Signature]
Chairperson Div. Curr. Comm.

SENATE CURRICULUM COMMITTEE

SCC # _____ Proposal Received _____ Open Hearing Held _____

Returned to the department for the following reason(s): _____

Approved by the Curriculum Committee: Date _____

Presented to Executive Committee of the Faculty Senate as information: Date _____

Notifications forwarded: Vice President for Academic Affairs: Date _____

Signature: Chairperson, Senate Curriculum Committee

VICE PRESIDENT FOR ACADEMIC AFFAIRS

Official copy and approval sheet filled _____ Date _____ Signature _____

Course approved Yes _____ No _____

If no, reasons are as follows:

- 1. _____
- 2. _____
- 3. _____

Student credit hours assigned _____

Faculty load hours _____

Equalized credit hours _____

REGISTRAR

Approved course description received and Hegis Taxonomy Number assigned by Registrar Yes _____ No _____

Hegis Taxonomy Number _____

Signature: Registrar _____ Date _____

ACADEMIC DEAN

Yes Budget, faculty library allocations and Academic Support Services are adequate for immediate implementation.

No Constraints do not permit implementation. The earliest the proposal might be implemented would be _____

Signature: Academic Dean _____ Date _____

Copies forwarded: Senate Curriculum Committee Chairperson, Department Chairperson, Registrar

Proposal for Changing the Degree,
"Bachelor of Arts in Administrative Studies" to "Bachelor of Science
in Business Administration" for all Business Specializations

We propose a title change to a Bachelor of Science degree in Business Administration. This degree would be awarded to those students completing the current Administrative Studies curriculum with in-depth specializations in personnel management, industrial management, marketing, retailing, small business management, management information systems, accounting, finance or subsequently approved specializations. For these students the B.S. in Business Administration would replace the present Bachelor of Arts in Administrative Studies. There would be no change in curriculum.

Titling our degree "Business Administration" will clearly aid our students and the college. This is the usual title for degrees awarded in these subjects. The Biennial Survey of business programs offered in the United States (Attachment 1) shows that the great majority are styled "Business Administration. Glassboro is the only college using the title "Administrative Studies."

Of 53 colleges/universities that we contacted, 26 call their degree "Business Administration." Most of the others use the major subject as the degree title, e.g., Bachelor of Science in Accounting. None uses a degree title at all similar to "Administrative Studies." (See Attachment 2)

At New Jersey state colleges the title "Business Administration" is the dominant pattern. Trenton, Ramapo, Montclair and William Patterson award degrees in Business Administration. Among private colleges in the state the pattern is the same; Rider and Monmouth, for example, style their degrees "Business Administration." (See Attachment 3)

The present degree title, "Administrative Studies," is not well recognized. In a random sample of a dozen business people at our recent Career Days all replies urged changing the name. (See Attachment 4) That was the immediate and unprompted reaction in every case. Several comments said

"Administrative Studies" had a connotation of lower level clerical type skills. Many stressed that the title did not readily convey what the curriculum really is. Most wondered why the college did not simply use the well recognized "Business Administration" designation. These survey results reflect similar comments we often hear from our Management Institute members and the rest of our business/government community.

A sampling from personnel officers at firms in this area produced the same reaction. Unanimously they would prefer "Business Administration" to "Administrative Studies." (See Attachment 5) Their explanations ran along the same lines as those of the business people at Career Days. Similarly, they urged the College to change to the well recognized title.

Administrative Studies majors, in another survey in progress, are also overwhelmingly preferring "Business Administration" to the present title. For indication of the problems students encounter see the letter which is Attachment 6. We also receive many reports from our graduates of confusion among prospective employers. Any handicap of this nature will obviously intensify as the recession makes jobs ever more difficult for our graduates to find.

The "Administrative Studies" title also handicaps the college in attracting students. It is not readily apparent that Glassboro has a program and degree in business administration. The Admissions office reports many instances of uncertainty and confusion among guidance counselors, students and parents. Putting the well-known and expected title of "Business Administration" on our degree would thus also help the college attract and recruit students.

A Bachelor of Science degree would also help our students. The survey of business people at Career Day (Attachment 4) makes this clear. Half specifically preferred the B.S., commenting again that this was clearly the recognized

degree. While five would treat the degrees equally, only one would actually prefer a B.A. The weight of advantage for a student seeking a job is clearly with the Bachelor of Science.

The survey of other colleges reinforces this conclusion. The overwhelming majority of colleges/universities in the United States designate their degree Bachelor of Science. (See Attachment 1) Some 70% (36 of 53) of those contacted style their degree "Bachelor of Science." (See Attachment 2). The others offer some variant; only two offer a Bachelor of Arts. The degree awarded at virtually all New Jersey State schools is the B.S. The only one other than Glassboro awarding a B.A. is William Patterson; at Rider, Monmouth, and Fairleigh Dickinson it is the B.S. in every case. (Attachments 3 and 3-A).

Our program at Glassboro well exceeds the Department of Higher Education's "working rule" regarding the Bachelor of Science. The Department does not have a formal standard. But their general approach is that the B.S. is appropriate when more than 50/60 credits are required in a major or cognate subjects. As can be seen in Attachment 3 our program is well above that level, and, in fact, exceeds that of any of the New Jersey colleges surveyed.

Our students also find the Bachelor of Science degree more suitable to their needs. The letter in Attachment 6 points out that at least one company will not reimburse students in a B.A. program. And the student survey now underway shows strong preference for a B.S. degree.

In short, the evidence from employers, other colleges, prospective and current students and graduates is clear. A degree entitled "Administrative Studies" handicaps our students and the college. And a Bachelor of Arts degree in these subject areas is not helpful either. We would help our graduates by awarding them a degree that clearly shows their training in terms well recognized by potential employers. That degree, the evidence demonstrates, should be a Bachelor of Science in Business Administration.

Degree Titles at Colleges/Universities Contacted

<u>College</u>	<u>Degree Offered</u>
Portland State University	BA or BA in Business Administration
University of Wisconsin	Bachelor of Business Administration
University of Minnesota	Bachelor of Accounting
Southeastern Louisiana University	BS in Accounting
University of West Florida	Bachelor of Accounting
University of Notre Dame	Bachelor of Administration
Bentley College	Bachelor of Science in Accounting
Iowa State University	BS in Industrial Administration
Texas Christian University	Bachelor of Business Administration
University of Rhode Island	Bachelor of Science in Business Administration
Kansas State University	Bachelor of Science in Business Administration
Arkansas State University	Bachelor of Science
Drake University	BS in Business Administration
DePaul University	BSC, Bachelor of Science in Commerce
Wichita State University	Bachelor of Business Administration
Appalachian State University	BSBA, Bachelor Science in Business Administration
Rochester Institute of Technology	Bachelor of Science
University of North Florida	Bachelor Business Administration
Bowling Green State University	BS in Business Administration
Virginia Commonwealth University	BS in Accounting
University of Miami	BBA in Accounting
Florida State University	Bachelor in Accounting
University of New Orleans	BS
University of Minnesota	BS in Accounting
University of Michigan	B Business Administration
University of Delaware	BS in Accounting
University of Richmond	B Business Administration
Central Michigan University	BS in Business Administration
Western Illinois University	Bachelor of Business
University of Virginia	BS in Commerce
Mississippi State University	Bachelor of Professional Accounting
University of Wisconsin-Madison	BBA
Suffolk University	BS in Business Administration
California State University	BS in Business Administration
Merrimack College	BS in Business Administration
University of Maryland	BS
University of Massachusetts-Amherst	Bachelor of Business Administration
University of Montana	BS in Business Administration
Canisius College	BS in Accounting
College of William & Mary	Bachelor of Business Administration
Pennsylvania State University	BS in Accounting
Northern Illinois University	BS
Ball State University	BS
Michigan State University	Bachelor Arts-Business Administration
University of Florida	BS in Accounting
University of South Carolina	BS in Business Administration
University of South Alabama	BS in Management Studies

<u>College</u>	<u>Degree Offered</u>
Drexel University	BS in Business Administration
Lehigh University	BS in Business
Northeastern University	BS in Business Administration
University of Wisconsin-Whitewater	Bachelor of Business Administration
Univeristy of Akron	Bachelor of Science in Accounting

Summary of Degrees Offered

Bachelor of Science in Business Administration	14
Bachelor of Business Administration	12
Bachelor of Science in Accounting	11
Bachelor of Science	5
Bachelor of Accounting	3
Bachelor of Science in Commerce	2
Other	6
	<hr/>
	53 responses

College	Total required hrs. Bus. Admin & related	Total hours for degree	Degree Conferred	
Glassboro State College	81	126	B.A.	<u>Administrative Studies</u> (with in-depth specialization: Accounting, Finance, Economics, Management Info. Systems, Personnel Mgt., Industrial Mgt., Small Business Mgt, Marketing, Public Admin.)
Trenton State College	51	128	B.S.	<u>Business Administration</u> (with emphasis: Accounting, General Business, Economics Management, Marketing, Public Admin.)
Stockton State College	80	128	B.S.	<u>Business Studies or Administrative Studies or Information to Systems Sciences</u>
Ramapo State College	44 Plus a Co-Major of (30 to 38 hrs)	120	B.S.	<u>Business Administration</u>
Rider College	69	126	B.S.	<u>in Commerce</u> (majors: Accounting, Bus. Admin., Decision Sciences and Computers Actuarial Science, Finance & Insurance, Mgt & Industrial Relations, Industrial Relations, Marketing)

Note: While program details (as above) are not available, the degree is entitled "Business Administration" at Montclair, Wm. Patterson and Monmouth Colleges.

Type of Business Degree
New Jersey Colleges

<u>State Colleges</u>	B.S.	B.A.
Glassboro		X
Trenton	x	
Stockton	X	
Montclair	X	
Kean	X	
Patterson		X
 <u>Other colleges in New Jersey</u>		
Rider	X	
Monmouth	X	
Fairleigh Dickinson	X	

Random Survey of Business People

Career Day, April 17, 1980

1. If you had a job application from a candidate with a degree in Administrative Studies and one with a degree in Business Administration which would you look at first?

Administrative Studies	0
Business Administration	12
Treat Equally	0

Sample Comments: "Business Administration the recognized degree."

"I've found out what 'Administrative Studies' means but most others don't have a clue."

"Administrative Studies simply not known."

"Why fight the system?"

"Most of us have degrees in Business Administration--we know what that is!"

2. If you had a job application from a candidate with a Bachelor of Science in Business Administration and one from a candidate with a Bachelor of Arts in Business Administration which would you look at first?

B.S. in Business Administration	6
B.A. in Business Administration	1
Treat Equally	5

Sample Comments: "B.S. has more subjects related to business."

"B.S. widely used by larger industrial firms."

"I've got a B.S. and so do most of us."

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76 Sanford Road
Pennsville, N. J. 0807.

April 2, 1980

Dr. Robert D. Lynch
Administrative Studies Department
Glassboro State College
Glassboro, N. J. 08028

Dear Sir:

My name is Edward J. Mahoney, and I am a part-time student at Glassboro State College. My major is "Administrative Studies".

I recently learned that there is an effort underway at Glassboro State to change the degree offered by the Administrative Studies Department from a B.A. degree to a B.S. degree. I think this change would be very good for the college, and I also think it would increase enrollment. All of the other colleges in the area offer a B.S. degree in their Business Administration programs.

Many engineering-oriented companies (including my employer, Stone & Webster Engineering Corporation; Cherry Hill, N. J.) will not include B.A. degree programs in their tuition reimbursement programs. Therefore, if the before-mentioned change occurred, I think enrollment would increase.

I am also in favor of the effort underway to change the name of the "Administrative Studies Department" to the "Business and Public Administration Department". This name change will conform with other colleges.

Thank you for your time.

Yours respectfully,

Edward J. Mahoney

Edward J. Mahoney



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

OFFICE OF THE VICE-PRESIDENT
FOR ACADEMIC AFFAIRS

JAN 27 1981



GLASSBORO STATE

SIGN
HERE

OFFICE OF THE PRESIDENT
(609) 445-5202

January 26, 1981

Dr. Matthew Quinn, Director
Office for State Colleges
Department of Higher Education
225 West State Street
Trenton, New Jersey 08625

Dear Matt:

Attached is our proposal to change the name and degree designation "Bachelor of Arts in Administrative Studies." to "Bachelor of Science in Business Administration." Our Academic Affairs Committee has no problems with this proposal and will recommend approval to the entire Board in February.

I would appreciate your reaction to this proposal. As you see from my letter to Lawson of December 31, I believe we have to make this change to reflect more accurately what in fact is happening to this program and improve our communications with prospective students and prospective employers. You will also note that I am concerned with DHE/BHE perception now that the new guidelines differentiating B.A. and B.S. programs have been approved. I would just hate to see a nomenclature change caught up in a concern that a change in name implies a change in program content.

Any advice you may have that will permit quick and easy handling through DHE/BHE would be appreciated.

Sincerely,

Mark M. Chamberlain
President

MMC: jmp

cc: Dr. Brown ✓



Handwritten initials

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

OFFICE OF THE VICE-PRESIDENT
GLASSBORO, NEW JERSEY 08028

NOV 1 1978

OFFICE OF THE PRESIDENT
609 - 445 - 5202

*Concentration
Public
Admin.*
STATE COLLEGE

Dr. Eva Aronfreed
Department of Administrative St
Glassboro State College

Dear Eva:

Let's keep our records straight. The Board of Trustees, at its public meeting October 18, 1978, approved the concentration in public administration and authorized implementation. Within the context of the discussion by the Academic Affairs Committee and the Board in public session, I suggest that you move to implementation as soon as possible and then, in late spring or perhaps early fall, bring in a consultant to examine the initial progress of the concentration and make recommendations for improvement and change based upon our experience.

The Board was most supportive of the concept of work in public administration and I believe would support extension of the concentration into a track with Administrative Studies or perhaps eventually a full-fledged major program. I view the concentration as an opportunity to determine student interest and explore ways of meeting the need of individuals now employed or interested in future employment in public sector management.

I wish you well as you move towards implementation.

Sincerely,

Mark M. Chamberlain
President

cc: Mr. Leo Beebe
Dr. Lawson Brown ✓