



Annual Review of College Accomplishments

Calendar Year 2019

J. Whitney Bunting College of Business

Dale Young, Ph.D., Dean



Note from the Dean

This annual report gives you a sampling of just how creative and how productive our faculty, staff, and students have been during the 2019 calendar year.

Our students are engaged in transformative experiences that prepare them to successfully enter the workplace. Our faculty regularly deliver those experiences.

The efforts of our faculty and graduate program staff are paying off with national rankings for our fully-online graduate programs.

Our three advisory boards provide strategic advice. They are deeply engaged with our business majors. Those boards provide financial support in the form of scholarships and student travel funds.

Thanks to our alumni and friends who support the CoB with annual gifts, as well as with scholarships and other major gifts. Our business majors are the beneficiaries of your generosity.

This coming July we welcome Micheal Stratton as dean of the College of Business.

I will be retiring at the end of June, 2020. I appreciate the opportunity to have served as dean for the past three years. I've certainly enjoyed my 18 years here at Georgia College, including 15 years in various administrative roles.

Sincerely,



Dale Young, Ph.D., Dean
J. Whitney Bunting College of Business



J. Whitney Bunting College of Business

Vision Statement

The J. Whitney Bunting College of Business aspires to be the preeminent business school among public liberal arts colleges and universities by delivering programs of excellence.



Mission Statement

The mission of the J. Whitney Bunting College of Business is to develop business professionals who embrace intellectual inquiry through critical and analytical thinking, quantitative reasoning, and effective communication, while building upon the attributes of a liberal arts education.

Annual Review of College Accomplishments - Calendar Year 2019

J. Whitney Bunting College of Business

The J. Whitney Bunting College of Business (CoB) enjoys overall steady enrollments, is benefitting from the generosity of our donors, and our students are receiving highly-competitive placements upon graduation. The last page of this annual report provides detailed data on enrollment and graduation, by CoB program.

According to the *Atlanta Business Chronicle's* 2019-2020 rankings, the CoB is #6 in total enrollment among the area's ten largest business schools, however, the CoB is experiencing enrollment shifts between programs. As a result, the CoB is using a college-wide hiring plan, described in the *CY 2020 Goals* section of this report, to manage resources in response to those enrollment shifts. For the past several years, total enrollment in the CoB has been approximately 25% of the total enrollment at Georgia College.

Our strongest enrollment growth is in the BBA, up nearly 6% during the past three fall terms. Marketing remains the largest major in the CoB, with over 450 majors. The BBA-MIS has seen the most dramatic increase in enrollment, with 65% growth in the past five years and now over 200 majors. This BBA growth is coming, in large part, from newly-arrived freshmen. For example, between the years 2015 and 2019, the CoB has gone from 275 to nearly 350 freshmen business majors at summer orientation.

Student Outcomes

Experiential learning and professional development remain hallmarks of our programs. Specifically, business majors have opportunities for a number of out-of-classroom experiences each year. During calendar year 2019:

- Fifty GC Marketing Research students visited Rinnai America corporate headquarters (<https://www.rinnai.us/>). This event was supported by the Marketing Advisory Board.
- Twenty Computer Science and Management Information Systems females participated in the fall 2019 Grace Hopper Conference. While there, the attendees interview for jobs. On their return, they made presentations to our Advisory Boards.
- Business majors heard from a number of corporate visitors, and participated in round-table discussions and mock interviews with those executives while they were on campus.
- The GC Entrepreneur Club visited the Macon Beer Company where 16 potential entrepreneurs heard owner Yash Patel describe the evolution of his firm from the warehouse district to his new restaurant.
- The GC Entrepreneur Club also hosted a panel of women to celebrate the 2019 Women Entrepreneurship Week where 40 students heard the startup stories of women business owners.
- Large group, special-event speakers included Walt Davis, judge for the Georgia Business Court, and Ira Blumenthal who presented *Brand You!* where he discussed personal branding.
- Students in Dr. Ginder's merchandising class visited the Atlanta Apparel Mart during its October show to speak with buyers and sales representatives in their showrooms.
- Computer Science majors Zhyere Ducksworth and Blake Fraley attended the Richard Tapia Celebration of Diversity in Computing Conference in San Diego, fall 2019.



Figure 1: CoB Students at Rinnai

Transformative Experiences

GC Journeys (<https://www.gcsu.edu/gcjourneys>) allows students to pick two transformative experiences from the following list: study abroad, community-based engaged learning, intensive leadership programs, mentored undergraduate research, and internships. CoB majors participate in all of these experiences. For example:



Figure 2: Study Abroad Netherlands

- In the summer 2019, twelve students completed a study abroad to the Netherlands, Germany and Belgium led by Business Law faculty member Jehan El-Jourbagy. Students completed two courses in global corporate leadership and international, environmental law.
- The CoB Marketing Major requires an engaged learning project from all its seniors in the marketing capstone course. In the most recent calendar year, across 22 clients, 12 of which were not-for-profit organizations, 93 students gave 5,595 hours of service, creating year-long marketing strategies, with an approximate value of \$144,000.
- During the fall 2018 and spring 2019, 128 business majors participated in a leadership experience that was either program-based, such as Emerging Leaders and Leadership Certificate, or was course-based.
- Business students participated in mentored undergraduate research (<https://www.gcsu.edu/murace>). In recent semesters several CoB students have received MURACE funding, including: 2 – MIS (fall 2018), 6 – Marketing (National Council of Undergraduate Research Conference, spring 2019), and 7 – Economics students (travel to the *Academy of Economics and Finance* annual conference in Houston, plus other Economics majors participated in the GC Student Research Conference, spring 2019).
- Most CoB internships are completed during the summer. During calendar year 2019, 135 business majors completed paid internships for which they received course credit. Of course, others had employment but did not choose to seek course credit.
- The IT Advisory Board sponsors the annual etiquette dinner required in the MIS professionalism class. At each table, students sit with professionals so the students can practice networking, as well as learn in a professional setting.

To prepare to deliver these experiences, CoB faculty participate in the university's transformative teaching workshops. For example, this year five IS/CS faculty members completed the workshops.

Our Advisory Boards provide financial support for students in the form of annual scholarships and support for student travel to conferences and competitions. For example, annual scholarship gifts from our accounting firms exceed \$10,000. The IT Board provides a similar level of support for sending students to Grace Hopper.

Each semester, the CoB runs the largest elevator pitch competition in the country in terms of participants. Annually, 900 business majors compete in the college-wide competition, which is sponsored by GEICO. Dr. Renee Fontenot heads up this effort. She recruits over 50 volunteers per semester, local business professionals and corporate recruiters, who judge the opening round of pitches in a face-to-face, panel format. One outcome is that over 20 students in a recent competition were asked by judges who were recruiters to contact them as a result of their pitch. Eight students were offered and accepted positions with those firms.

Graduate Program Support and Enrollment

The CoB has an in-house, centralized graduate programs office for outreach, recruitment, and graduate student services. Those services extend from acceptance to graduation. Graduate enrollment for fall 2019 was up slightly compared to fall 2018. CoB graduate enrollment for fall '18 and '19, for all programs, is about 92% of the 2015-2017 average.

We offer one face-to-face program, the Master of Accountancy (MAcc), which is a fifth-year program for students entering the CPA profession. The CoB completed the teach-out of the part-time, off-campus MBA program in the spring 2019, in response to declining enrollments.

The CoB offers three on-line graduate programs for working professionals: the Georgia WebMBA®, the Master of Management Information Systems (MMIS), and the Master of Logistics and Supply Chain Management (MLSCM). The Georgia WebMBA® is delivered by a consortium of seven AACSB-accredited universities in the state. All three, online programs are supported by a dedicated Web site, <https://makeyournextmove.org/>. As expected, our three on-line graduate programs are experiencing increased competition.

- The *Georgia WebMBA® at Georgia College* remains the CoB's greatest opportunity for graduate program enrollment growth. Fall 2019 enrollment was up, as was the spring 2020 entering cohort. For all WebMBA schools combined, the January 2020 entering cohort was the largest on record for spring.
- The MMIS has seen the strongest enrollment growth among our graduate programs. It has moved from fall enrollments of mid-20's (2014 – 2016), to mid-30's (2017-2018), to now over 50 (2019).
- The largest MLSCM cohort to date enrolled in fall 2019. We retained 100% of that cohort at the end of the first semester.

Graduate Program Recruitment

Consistent with a university-wide strategy, the CoB continues to focus promotional funds and enrollment management activities into recruitment of new graduate students. For example:

- The CoB is the presenting sponsor for *Lenz on Business* (<https://lenzonbusiness.com/>), a long-form radio interview with Atlanta business leaders that airs on 95.5 WSB. It features alumni of CoB online graduate programs.
- With the assistance of GC University Communications, we filmed a series of promotional videos for graduate programs during Fall 2019 to use on our website and in recruitment efforts. Targeted launch for the videos is spring 2020.
- Online graduate programs are supported by a dedicated website, <https://makeyournextmove.org/>.
- The CoB uses webinars, blog posts, retargeting, and social media (e.g., LinkedIn, Facebook) to promote graduate programs.
- In the fall 2019, we initiated a new process of mailing a personal, hand-written notecard and small GC gift to accepted students in our MLSCM and WebMBA programs in an effort to increase yield of accepted students and to enhance the acceptance experience. We are strengthening the connection to GC by sending an item with the GC brand. Early response to this initiative has been very positive.

LENZ
ON BUSINESS

PRESENTED BY

 **GEORGIA COLLEGE**
GEORGIA'S PUBLIC LIBERAL ARTS UNIVERSITY
J. Whitney Bunting College of Business



Figure 3: Lenz on Business Radio Show

Graduate Program Rankings

The most recent U.S. News Ranking for *Best Online Programs*, released January 14, 2020, ranks two, GC College of Business online graduate programs.

- The *Georgia WebMBA® at Georgia College* is a Top-50 program nationally (#40). More specifically, it is **the top ranked online MBA among universities in Georgia**. We are ranked just ahead of online MBA programs such as Mississippi State, Oklahoma State, and Baylor.
- The *Master of Logistics and Supply Chain Management* program is a **Top-20 program nationally (#17) among other, non-MBA, Best Online Master's Business Programs**. That ranking includes programs in various disciplines, such as accounting, finance, and logistics. For that group of master's programs, GC is second in the State of Georgia, behind UGA.

In January 2020, MBA Central (<https://www.mbacentral.org/>) published a ranking of **The 15 Best Georgia Online MBA Degree Programs** (<https://www.mbacentral.org/top/best-georgia-online-mba/>). All of the distance-based MBA programs in Georgia were ranked based on affordability, quality of classes, and support services (weighted 33% each). Topping the ranking was Georgia College's Georgia WebMBA® at Georgia College. Second was the University of West Georgia, and third was Kennesaw State.

Inclusive Excellence and Diversity

CoB Diversity Action Plan Initiatives for FY 2020 include invited speakers and community outreach.

Junior faculty P&T panel: Senior faculty will hold a promotion and tenure panel, targeted for spring 2020.



Figure 4: Dr. Schwartz at Georgia Chamber of Commerce Diversity Event

CoB speaker series: Members of the CoB Diversity Team invite speakers to campus to discuss diversity and inclusion. These events are open to faculty, staff, and students. One event took place March 11, 2019, when Tayah Butler, Director of Diversity, North Carolina State College of Business, visited campus and spoke with students. The CoB also sponsored a Diversity in STEM panel discussion March 14, 2019.

Community business outreach: Diverse members of the local business community meet with students to discuss community business issues. The goal is to help broaden perspectives and encourage mentorship. The first of these activities was fall 2019, in partnership with the Entrepreneurship Club, featuring a panel of female entrepreneurs.

In addition to the activities listed in the CoB Diversity Action Plan, the CoB is engaged in several other efforts related to diversity and inclusion. Those initiatives include the following:

- **Women in STEM:** The CoB has been active in supporting higher participation by females in STEM disciplines such as computer science and information systems.
 - **Women in Technology (WIT):** A student organization in the Department of Information Systems and Computer Science (<https://www.gcsu.edu/business/iscs/student-organizations-and-honor-societies>).

- Grace Hopper Conference: Each year the Information Technology Advisory Board provides significant financial assistance to female students in IS and CS to attend a STEM conference and job fair. Students participate with 20,000 or more other females who are in various technology fields. In addition, our students interview with many of the largest technology firms in the world.



Figure 5: Students at Grace Hopper

- Minority Youth and Business: MYB is one of the longest-running diversity efforts at GC, operating for over 30 years. The program invites high school students to spend a week in residence at GC, in the summer. The program increases minority participation in post-secondary education and in business ownership. MYB is supported by an endowment, by annual gifts from the *Georgia Council for Economic Education*, and with operating support from the CoB. For more information, see: <https://www.gcsu.edu/admissions/visitation-events/minority-youth-business>.
- Donor and CoB Support: An unrestricted donation has provided annual support for the diversity events organized by the CoB Diversity Action Team. In addition, the IT Advisory Board contributes approximately \$10,000 annually to support Grace Hopper Conference attendance. The CoB has provided financial support for faculty members to attend leadership development conferences such as HERS and to make presentations at state-wide and national events such as Georgia Chamber and AACSB diversity conferences.
- Publications: Dr. Gita Phelps, Computer Science, was the subject of a *FrontPage* feature article on her interactions with GC students to promote diversity in STEM, as well as her attentiveness to student needs. <https://frontpage.gcsu.edu/article/news/diversity-gita-phelps-does-out-hope-and-tough-love>
- Minority Scholarship: A donor has provided an endowed scholarship for a minority student who is majoring in business.
- Coursework: The CoB offers an LGBTQ+ Marketing course that's co-listed with women's and gender studies. It aligns with our goal of course-embedded diversity.
- Presentations: Dr. Joanna Schwartz presented at the USG Diversity Summit October 2019. The theme was *Rapidly Changing Georgia Demographics: Implications for the USG*. She also spoke at an AACSB diversity and inclusion summit in November 2018 and a USG Compliance Conference, summer 2019.
- Early College: The CoB provides physical space for two, Early College classrooms.



Figure 6: Dr. Gita Phelps

Local Economic Development

A CoB faculty member, Dr. Renee Fontenot, served as a loaner executive to the Central State Hospital – Local Redevelopment Authority (CSHLRA) from January 2018 to June 2019. Two outcomes from this activity were the formation of a SCORE (<https://www.score.org/>) branch in Baldwin County and the creation of the Milledgeville Incubator Community. The Incubator Community will support entrepreneurial activities in Milledgeville and Baldwin County. To date, the SCORE chapter has mentored a number of startup businesses in the community, including student startups.

Another outcome was assistance in the CSHLRA project to bring a food production business onto the campus of the former Central State Hospital. The firm's CEO, Angelo Bizzarro, of Food Service Partners (FSP) (<http://www.fsp98.com/>), presented the business plan to area business leaders at the CoB Executives Forum on

November 18, 2019. FSP is a privately held company founded in 1998. The firm designs, builds, and operates high-volume, central production kitchens for the healthcare industry. In addition to the new facility in Milledgeville, other locations include New York, Virginia, and California. FSP currently produces over 10 million meals a year.

FSP is investing in the Parham kitchen on the old Central State Hospital campus to create the Georgia Agribusiness Development Center. The GADC will focus on the agribusiness industry throughout the state encompassing research, logistics, and business development. In addition, the Center, in partnership with FSP, will prepare and ship meals across the state to healthcare and educational systems. The investment by FSP will create new jobs in the Milledgeville community. The GADC will create jobs and promote economic growth within Central Georgia related to agribusiness, educational needs, and expansion of Georgia-grown products.

AACSB Accreditation and Strategic Plan Execution

Academic Year 2019-2020 is Year 3 of the current, five-year AACSB Accreditation cycle. The next, fifth-year site visit will be in the fall 2021.

The CoB Strategic Management Committee (SMC) is tracking progress on each item in the CoB Strategic Plan. That Record of Strategic Plan Execution is available at: <https://www.gcsu.edu/business/mission-implications>.

As part of the preparation for the 2021-2022 Maintenance of Accreditation site visit by AACSB, the CoB SMC has developed a list of effective practices for the Continuous Improvement Review (CIR) report that will be issued mid-year 2021. The five practices identified during this early round of conversations is as follows:

1. Student Professional Development, Leadership Programs, and Employer Relations
2. Engaged Learning, Learning Support, and External Outreach
3. Student Academic Success
4. Diversity Initiatives, and
5. Facilities Upgrades and Resource Usage

Additionally, the SMC reviewed updates to AACSB Table 15-1: Faculty Sufficiency and Qualifications. The SMC reviewed teaching loads and participating/supporting status for all faculty.

During the spring 2020, the SMC will receive input from the department chairs on the qualifications for each CoB faculty member. Individual status (e.g., Scholarly Academic, Practice Academic) is determined by research productivity during a rolling, five-year window. CoB faculty reviewed and updated the Faculty Qualifications document following the 2016 AACSB CIR visit.

Curriculum and Program Updates

Effective fall 2019, faculty approved deactivation of the BA in Economics due to low enrollment.

The part-time MBA program was taught out in spring 2019. Faculty voted to close the MBA due to low enrollment in that face-to-face program. Demand for graduate programs has shifted to online delivery.

IS/CS added a Data Analytics concentration to the MIS major, addressing market demand for those skills.

CY 2019 Goals – Two Focus Areas

Visibility. Execute and enhance the CoB Communication Plan and Web presence.

During 2019, CoB faculty and staff assisted in the production of videos for both undergraduate and graduate programs. Additionally, the Dean's office produced a quarterly newsletter (email distribution), stories for FrontPage, and weekly social media posts on LinkedIn and Facebook.

Examples of traffic from LinkedIn posts during fall 2019 posts include:

- “Happy Holidays from the CoB” e-card – 4,595 views and 103 likes (mid-December 2019 to mid-January 2020)
- Elevator Pitch competition winner – over 1,600 views
- Diversity panel at a Georgia Chamber of Commerce event by Dr. Joanna Schwartz – 1,875 views
- Faculty diversity in Computer Science about faculty member Gita Phelps – over 2,400 views
- Women-owned business panel session for Entrepreneurship Week – over 1,900 views
- Class visit to the Atlanta headquarters of Rinnai – 1,375 views in the first 24 hours after posting



Figure 7: CoB Holiday e-Card

Resources. Grow funding for student scholarships and program sponsorships.

During Calendar Year 2019, donors provided six new scholarships for CoB students. Those scholarships include support for students in: technology (preference to females), accounting (in honor of faculty member Dr. Tom Moore), economics (provided by retiring department chair Ken Farr), and a scholarship in memory of long-time Business Advisory Board member Henry Pope.



Figure 8: Georgia Power Sponsorship

Beyond our endowed funds, the accounting firms that recruit our students regularly fund \$10,000 to \$12,000 in annual scholarships to GC accounting majors.

Regarding sponsorships, corporate sponsors underwrite our Atkinson Honors banquet. For the past several years, GEICO has sponsored the twice-a-year elevator pitch competition. The entire \$5,000 annual sponsorship is paid to student competitors, thus that corporate gift directly benefits GC students.

In the fall 2019 we lost Henry Pope. Henry was inducted into the College of Business Hall of Fame in April 2019 to recognize his generous and long-term involvement with the College of Business and our Business Advisory Board.

Henry was a Georgia College alumnus. He was the President and CEO of the Exchange Bank, where he worked for over 45 years. His life of service had a profound impact on Milledgeville and Baldwin County.

We appreciate his family, friends, the banking community, and the Exchange Bank for endowing a scholarship in Henry's memory. That scholarship will support a College of Business student.



CY 2020 Goals – Three Focus Areas

Hiring Plan

Several years ago, the CoB formalized a Hiring Plan to strategically anticipate faculty needs, reallocate faculty lines as needed, and track the searches each academic year. The CoB seeks specific skill sets for newly-hired faculty based on factors such as program growth and planned initiatives.



The CoB continues to be intentional about the allocation and reallocation of faculty lines. This year, for example, the dean in consultation with the leadership team, moved a tenure-track line from Business Communications to MIS to address enrollment growth in the BBA-MIS major. At the same time, we moved a non-tenure-track lecturer from Marketing to Business Communications. Similarly, this fall we picked up a new logistics line as part of a net-new resource allocation from Academic Affairs. That new line enabled the Management, Marketing, and Logistics Department to shift a newly available line in logistics (due to a resignation) to Human Resources, in response to a more pressing need there.

The CoB currently has in progress six tenure-track faculty searches. Those candidates will be on campus for interviews during the spring 2020.

During the summer and fall 2019, the CoB successfully completed four searches. One search for a business communication lecturer and three tenure-track faculty (one each) in Logistics, MIS, and Business Law.

New faculty hires who arrived in the fall 2019, from fall 2018 and spring 2019 searches, were tenure-track faculty in Logistics, Finance, and Management (one person in each discipline). Also, during the summer 2019 we successfully filled the Department Chair in Economics.

Faculty Research

During the spring 2020, the SMC will review the AACSB Tables that report faculty research productivity. That review will assign faculty qualifications to each faculty member as required for AACSB reporting.

Communications Plan

One focus area of our communications is promotion of CoB graduate programs. We are building our collection of videos for each of the programs. In addition, during CY 2020 the CoB continues its sponsorship of *Lenz on Business* – a weekly radio program in the Atlanta market.

A second focus area of our communications is video production for each undergraduate major. Those videos are used in the freshmen seminars as a way to introduce students to CoB programs. Those videos were produced during the fall 2019 and will be used during the spring 2020.

Capital Campaign Update

The quiet phase of the current GC capital campaign (<https://campaign.gcsu.edu/>) began July 2014. The public phase kicked off with the Gala on October 14, 2017. The Capital Campaign has had a positive impact on donor generosity to the CoB.

The CoB has been led by two deans during the Campaign. As of December 2019, the CoB had 41 endowed funds that provide student scholarships. Among those scholarships, 15 were given in the past three years, during the term of the current dean. Another 12 scholarships were given in the previous three years, during the term of the prior dean, which started just after the kickoff of the Campaign.

Thus, support for permanently-funded scholarships has remained steady throughout the campaign. In short, **27 of 41 (66%) of the endowed CoB student scholarships were funded during the past 5.5 years of the capital campaign** that ends in May 2020.

Additionally, during the most recent three-year period, CoB donors have funded a speaker series (\$10,000), established a department-level operating fund, provided a \$57,000 estate gift to establish a CoB discretionary fund, and given annual support for Atkinson Honors, the Entrepreneur Club, and student travel. During the fall 2019 *GC Giving Challenge*, 36 CoB donors contributed \$4,150 to support business student travel.

These scholarships, like those from prior years, are lasting legacies that directly benefit our students.



Figure 9: Giving Challenge Web site

We thank our donors who are investing so generously into the lives of our business majors.

Faculty and Staff Updates

New Dean: In the fall 2019 GC opened a search for a CoB dean because of the upcoming retirement of Dr. Dale Young. Dr. Micheal T. Stratton has been appointed to serve as the new Dean of the J. Whitney Bunting College of Business, effective July 1, 2020.

Dr. Stratton has served at the University of North Carolina Asheville since 2010, where he began as assistant professor of management and later as a humanities coordinator for their senior capstone course.



Figure 9: Micheal Stratton

Dr. Stratton is a full professor and has served as the Association to Advance Collegiate Schools of Business (AACSB) unit head and chair of the Department of Management and Accountancy since 2014. As leader of one of the largest academic departments at UNC Asheville, Dr. Stratton was responsible for guiding them through a successful reaccreditation in 2019.

Additionally, he shepherded a reimagining of their curriculum and their newly-redesigned advisory board, both of which reflected a renewed emphasis on student experiential learning through a formalized mentoring program for juniors and seniors, a consulting practicum for seniors, and new study abroad programming. His work with stakeholders and new friends to UNC Asheville has yielded considerable annual gifts and endowed funds for faculty development and student scholarships.

Dr. Stratton has an undergraduate degree in Integrated Liberal Studies from Western New England University and a master's degree in Public Administration, and Ph.D. in Public Administration and Policy from Nelson A. Rockefeller College of Public Affairs and Policy.

Awards: 2018-2019 CoB award recipients for university-wide awards were:

- Excellence in Scholarship of Teaching and Learning - Joy Godin, Ph.D., Information Systems
- Irene Rose Community Service Award – Renee Fontenot, Ph.D., Marketing
- Laurie Hendrickson McMillan Award – Justin Roush, Ph.D., Economics

Bryan Marshall, Ph.D. received the Ben Bauman Award, which recognizes senior faculty with significant service to their profession, university, and community.

Administrative Appointment: JJ Arias, Ph.D., Department Chair, Economics and Finance, effective July 1, 2019.

New faculty members, August 2019:

- Scott Cox, Ph.D., Logistics
- Sina Amiri, Ph.D., Management
- Isarin Durongkadej, Ph.D., Finance
- Anne Buchanan, Business Communications

New staff member: Janet Wyndham-Quin, Information Systems & Computer Science.

Retirements: Dr. Ken Farr, Economics, Dr. Douglas Goings, Business Communications, and Dr. Lucky Narain, Finance, all retired May 2019.



College of Business - NUMBER OF MAJORS - FALL TERM

CIP CODE	PROGRAM NAME	2019	2018	2017	2016	2015
BS/BA						
110701	BS - Computer Science	114	122	117	134	143
520601	BA - Economics	13	17	12	15	19
520601	BS - Economics	71	86	91	73	80
BS/BA TOTAL:		198	225	220	222	242
BBA						
521401	BBA - Marketing	473	434	422	445	454
520201	BBA - Management	355	329	352	395	368
520301	BBA - Accounting	194	218	223	214	219
111004	BBA - Mgmt Info Systems	222	193	169	142	125
BBA SUB-TOTAL:		1,244	1,174	1,166	1,196	1,166
240102	BBA - Undecided	246	275	223	247	251
BBA TOTAL:		1,490	1,449	1,389	1,443	1,417
UNDERGRAD TOTAL:		1,688	1,674	1,609	1,665	1,659
GRADUATE						
520101	MBA, PT	0	14	25	35	54
520101	WebMBA	31	27	42	47	45
520203	MLSCM	73	66	79	76	52
521206	MMIS	53	38	35	26	26
520301	MAcc	37	44	33	20	33
GRADUATE TOTAL:		194	189	214	204	210
COB TL ENROLLMENT ALL PROGRAMS:		1,882	1,863	1,823	1,869	1,869

College of Business - NUMBER OF GRADUATES BY AY

CIP CODE	PROGRAM NAME	2019	2018	2017	2016	2015
BS/BA						
110701	BS - Computer Science	25	22	22	24	14
520601	BA - Economics	3	1	2	3	1
520601	BS - Economics	17	19	17	18	10
BS/BA TOTAL:		45	42	41	45	25
BBA						
521401	BBA - Marketing	96	114	112	91	92
520201	BBA - Management	108	113	112	100	126
520301	BBA - Accounting	51	49	51	53	52
111004	BBA - Mgmt Info Systems	41	39	37	20	24
BBA SUB-TOTAL:		296	315	312	264	294
UNDERGRAD TOTAL:		341	357	353	309	319
GRADUATE						
520101	MBA, PT	13	15	18	35	38
520101	WebMBA	21	28	24	29	27
520203	MLSCM	43	37	21	20	19
521206	MMIS	13	12	11	10	8
520301	MAcc	31	25	21	36	21
GRADUATE TOTAL:		121	117	95	130	113
COB TL GRADS ALL PROGRAMS:		462	474	448	439	432