

1999-2000 AUDIT AND REVIEW

Professional Minor in Business

I. Academic Assessment

A. Highlights/Initiatives

The professional minor in business was developed to provide non-business majors with opportunities to become familiar with business subjects as a complement to their chosen major field or to gain background preparation for pursuit of an MBA degree.

At this time, the minor includes the following emphases:

- Accounting
- Computer End-User Technologies
- Business Law
- Finance/Real Estate/Insurance
- General Business
- Management
- Human Resources
- Production Management
- Marketing

B. Educational Objectives and Assessment Techniques

1. The objectives of the program are to prepare students with a major in non-business areas for a business-related career or to advance their career opportunities by seeking a Master of Business Administration degree. In most cases, completion of the minor would reduce the number of credits required to complete an MBA degree.
2. Data for the business minor has not been collected.
3. Each emphasis was developed parallel to the business major. In some cases the minor includes some lower division business preparation as less than half of the minor, with the rest of the minor being upper division courses in the functional area, e.g.: accounting, computer end-user technologies, general business, and finance. In other cases, the minor does not include any lower division preparation, with the result being that the minor requires only six to nine fewer credits in the functional area than the major, e.g.: management, human resources, production management and marketing. We do not offer a major which parallels the law emphasis. Because of this similarity between the major and minor requirements, the minor is strongly affected by the assessment efforts of the major, and changes made as a result of assessment of the major also affect the minor.
4. Not applicable.

C. Assessment Data

1. See I. B. 3. Results of a survey of graduating seniors, alumni and employers was provided; however, the questions asked in the survey apply to the major and general assessment of the student's experience at Whitewater. None of the questions pertain specifically to the minor.

D. Program Improvement Resulting from Assessment Data

1. See I. B. 3. Other examples where assessment of the major resulted in improvements in the minor would be from the Marketing Department which conducts exit interviews of both its majors and minors. The data is not reported separately, but the changes in the Direct Marketing course and the development of the Internet Marketing course (offered as Special Studies in spring, 2000) are direct results of the assessment efforts in the Marketing Department. Another example would be in the computer end-user technologies minor where a Web page development course has been added to both the major and minor.
2. One of the concerns stated in the 1994-1995 Audit and Review Report related to the possible restriction on the availability of class slots for business studies minors. At this time, the College of Business and Economics does not restrict availability for minors, and majors and minors are accommodated into classes up to the classroom seating capacity, if necessary.

Another concern mentioned in the last report was low enrollment in two of the emphases: administrative associate and production management. Administrative associate was phased out and eliminated, while the production management minor remains with relatively low enrollment (4 in 1998). However, this emphasis is still believed to be a valuable option to students who wish to pursue it, and with growth in the corresponding major, it is likely that students will become more aware of its value. It is one of the minors which suffers from its unique requirement which is discussed in more detail later in this report.

A third concern was the perceived lack of coordination of the minor with majors in other fields. In the past, this minor was viewed primarily as available to Letters and Sciences majors. Today, the minor is also heavily associated with the communication majors in addition to students in the arts.

The recommended follow-up study of graduates has not been done.

E. Information Shared with Constituencies

1. The assessment information of the departments of the College is shared with the appropriate advisory boards, etc. Advisory boards specific to the minor do not exist, nor do orientation meetings, departmental newsletters, etc.

II. Strategic Purposes and Performance

A. Centrality

1. The professional business minor serves the mission of the University through its support of interdisciplinary education and through its professional specializations.
2. Offering this minor allows students to gain an understanding of a field complementary to the major which may enhance the student's credentials for the career of his or her choice. Students who major in communication may find themselves in roles in which success is more likely if the student understands business. Students in the arts may encounter situations where marketing their talents is the key to success. A student majoring in the sciences may find him- or herself working in a business environment in pharmaceuticals or other laboratory situations. The relationship to other programs at the University is wide-ranging.

B. Goals and Objectives

1. The goals and objectives of the program were stated earlier in this report. There is no stated mission for the program itself.
2. None
3. Because business affects so many areas of people's lives, understanding business is important, both professionally and personally. The state of the economy affects everyone in their daily lives. Working with others, regardless of the profession, is an important element of success. Also, today people change jobs and professions more often than ever before, so being prepared for more than one career is beneficial.
4. Refer to I. D. 2.

C. Trend Data

1.

	1994	1995	1996	1997	1998
Accounting	9	5	9	11	2
CEUT*	7	16	21	30	46
Business Law	15	15	14	12	12
Finance/Real Estate/Insurance	25	28	31	19	16
General Business	73	52	37	39	37
Management	22	21	28	19	21
Human Resources**	73	78	80	86	82
Production Management	4	3	2	2	4
Marketing	108	134	165	211	247
No Emphasis	0	0	1	0	0
Total	336	352	388	429	467

*Formerly office systems, now computer end-user technologies

**Formerly personnel, now human resources

Many of the students who minor in these areas are former business majors. The grade point average requirements for the minor are lower than those required for business majors. Business minors are allowed to register for the business courses with a 2.0 g.p.a. or better, but must have a 2.25 g.p.a. in the minor to graduate.

Some of the minors have "minor - unique requirement(s)" which may discourage some students from choosing those particular minors. The affected areas are accounting, finance/real estate/insurance, general business, and production management. In accounting and general business, the unique requirements include Finite Math, Calculus, Macroeconomics and Microeconomics. In the finance minor the unique requirement includes Finite Math and Calculus, and in the production minor, it includes Business Statistics, Introduction to Information Systems, Finite Math, and Calculus.

	94-95	95-96	96-97	97-98	98-99
Degrees Granted	127	117	103	123	116

c. Credits toward degree. Not applicable.

d. SCH/FTE for the department. Not relevant.

e. Placement information. Not available.

D. Demand for Graduates (Not Available)

E. Accreditation (Not Applicable)

F. Location Advantage

The location advantage for the business minor would be similar to that of all majors at the University: proximity to business centers of Madison, Milwaukee, Janesville, etc.

G. Comparative Advantage

The main advantage of the business minor at UW-Whitewater comes from its association with the College of Business and Economics which enjoys a strong, positive reputation. Students in the minor are afforded many of the same enrichment opportunities as business majors: involvement in active student organizations; opportunities to learn from guest speakers, internships, outstanding faculty; and enrichment from the on-going efforts to update and maintain a relevant and vibrant curriculum.

H. Community Impact

Unknown.

I. Strategic Planning

At this time, the foreseen changes include the possible development of a minor in entrepreneurship. The College's Entrepreneurship Advisory Committee which is composed of successful entrepreneurs and alumni has recommended this based on their belief that entrepreneurs come from many disciplines. At this time, none of the emphases in the professional business minor afford the opportunity to take courses specifically aimed at entrepreneurship.

The other anticipated change would be curricular action to delete the calculus requirement in the general business and production management emphases to bring the minor requirements in line with the major requirements.

II. Resource Availability and Development

A. Faculty and Staff Characteristics

Potentially, all faculty and staff of the College of Business and Economics are involved in the professional business minor. A copy of pages 60 to 64 of the College's AACSB Self-Evaluation Report Volume 1 are enclosed as Appendix F. These pages summarize much of the data requested for this report.

The Marketing and Business Education/Office Systems Departments are impacted greatly by the number of professional business minors in the marketing and computer end-user technologies emphases. Staffing is an issue in both departments, and if

staffing resources are not adequately increased, enrollment restrictions may become necessary.

B. Teaching and Learning Enhancement

Many of these issues have been addressed previously in this report, and as mentioned before, the professional business minor program benefits from the assessment and resulting improvements made in the majors of the College. Advising for business minors rests officially with the Assistant Dean of the College, but in practice, many department chairpersons (Management, Marketing, Business Education/Office Systems, in particular) are heavily involved in advising and in decisions on appropriate course substitutions, if necessary.

C. Research and Other Scholarly/Creative Activities

See Appendix F.

D. External Funding (Not applicable)

E. Professional and Public Service

See Appendix F.

F. Resources for Students in the Program

As previously mentioned, the College is concerned about staffing to support large enrollments in the professional business minor in some areas. In marketing, there are 19 minors per faculty member, and in Business Education/Office Systems, there are more than 18 CEUT minors per faculty member. (At this time 2.5 positions in BE/OS allocated to the CEUT area.) These are significant numbers given the fact that the marketing and CEUT majors serve 194 and 146 majors, respectively.

G. Facilities, Equipment, and Library Holdings

The facilities, equipment, and library holdings are adequate.