

Request for Authorization to Establish Bachelor of Science Degrees in Finance, Management, and Marketing at Winston-Salem State University

Introduction

Winston-Salem State University requests authorization to divide its current BS in Business Administration degree (CIP 52.0201) into three separate degree areas—Finance (CIP 52.0801), Management (CIP 52.0201), and Marketing (CIP 52.1401)—in January 2007.

Program Description

The WSSU School of Business & Economics currently offers a BS in Business Administration degree with concentrations in Financial Services, Management, and Marketing. The program is accredited by the Association to Advance Collegiate Schools of Business International. The proposed change is sought to enable official transcripts to mention “Finance,” “Management,” or “Marketing” as the major rather than the more general “Business Administration.” The proposed change is in line with other business schools that have adopted similar changes due to increasing specialization within the functional areas of business.

Program Need

The WSSU concentrations in Financial Services, Management, and Marketing serve an important role in developing the workforce of well-trained business professionals that industries need to keep pace with growth and change. Combining outstanding faculty with an innovative curriculum and new facilities featuring the latest technologies, the School is helping students acquire the administrative and technical skills necessary to begin or advance their careers in finance, business management, and marketing.

Resources

All needed courses, faculty, and facilities are in place, and no additional resources are needed.

Recommendation

It is recommended that the Board of Governors approve the WSSU request to establish the existing three concentrations in the BS in Business Administration as separate degrees—Finance (CIP 52.0801), Management (CIP 52.0201), and Marketing (CIP 52.1401)—effective January 2007.