



## APPENDIX H

# The University of North Carolina

General Administration  
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## MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Thomas W. Ross

DATE: December 5, 2012

SUBJECT: Licensure of Johnson & Wales University

The Board of Governors of the University of North Carolina is charged under North Carolina General Statute Section 116-15 with responsibility for licensing nonpublic educational institutions to conduct post-secondary degree activity in North Carolina. In November 2004, the Board of Governors approved revisions to the document, *Rules and Standards for Licensing Nonpublic Institutions to Conduct Post-Secondary Degree Activity in North Carolina*. This document provides the guidelines for interpreting the standards, and the rules, regulations, and procedures under which the Board issues licenses to institutions to conduct post-secondary degree activity in North Carolina.

Johnson & Wales University has applied for a regular license to offer the Bachelor of Science (B.S.) in Business Administration in Charlotte, NC.

Dr. Frank Prochaska reviewed the application and appointed a team of examiners to determine if Johnson & Wales University complied with the licensure standards outlined in the *Rules and Standards*. On October 24, 2012, the team of examiners visited the Johnson & Wales University campus in Charlotte, NC. Following the visit, the team of examiners issued its report which contained recommendations. For more details on the degree program and report, please review the summary.

Thus, I recommend to the Committee on Educational Planning, Policies, and Programs of the UNC Board of Governors that a regular license be issued to Johnson & Wales University to offer the above-named degree program in Charlotte, NC subject to annual reports and review at any time. The program will be reviewed within two calendar years of the initiation in North Carolina to judge whether the institution continues to maintain standards for licensure.

Enclosure: Summary

## **SUMMARY OF VISIT OF TEAM OF EXAMINERS FOR JOHNSON & WALES UNIVERSITY**

### **BACKGROUND INFORMATION**

Johnson & Wales University, a private non-profit institution, was founded as a business school in 1914 in Providence, Rhode Island. It has been in continuous operation since that time. The university has branch campuses in Denver, Miami, and Charlotte, and began offering classes at the Charlotte Campus in September, 2004.

Johnson & Wales University currently offers the following licensed degree programs and majors in Charlotte:

- Associate in Applied Science degree with majors in: Baking & Pastry Arts, and Culinary Arts.
- Bachelor of Science degree with majors in: Fashion Merchandising & Retail Marketing; Food Service Management; Hotel & Lodging Management; International Hotel & Tourism Management; Management; Management Accounting; Marketing; Marketing Communications; Restaurant, Food & Beverage Management; Sports/Entertainment/Event Management; and Travel-Tourism Management.

Johnson & Wales University is regionally accredited by the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges, Inc. (NEASC).

### **THE APPLICATION AND SITE VISIT**

The Charlotte Campus of Johnson & Wales University has applied for licensure to offer the following new Bachelor of Science (B.S.) degree program on-site at its Charlotte Campus:

- Bachelor of Science in Business Administration

Dr. Frank T. Prochaska, Associate Vice President for Academic Affairs of The University of North Carolina General Administration, appointed the team of examiners to evaluate the compliance of the Charlotte Campus of Johnson & Wales University with the licensure Standards contained in The University of North Carolina Board of Governors' *Rules and Standards: Licensing Nonpublic Institutions to Conduct Post-Secondary Degree Activity in North Carolina*. The site visit to the Charlotte Campus of Johnson & Wales University took place on October 24, 2012.

The team of examiners with expertise in the specific discipline relating to the application was comprised of:

- Dr. Richard E. Neel (Chair), Dean Emeritus, Belk College of Business, and Professor of Economics Emeritus, University of North Carolina at Charlotte, Charlotte, North Carolina
- Dr. Matthew Valle, Professor of Management, The Martha and Spencer Love School of Business, Elon University, Elon, North Carolina
- Dr. Frank Prochaska, Associate Vice President for Academic Affairs, The University of North Carolina General Administration, Chapel Hill, North Carolina, *Ex Officio*

The team's task was to review the application and accompanying exhibits and to participate in the site visit to determine if the institution demonstrated compliance with licensure standards. Either prior to the visit or during the visit, many additional items of documentation were reviewed by the team including curricula for the proposed degree program, course syllabi, curriculum vitae for full-time and part-time faculty, library and electronic resources, computer resources, enrollment data, instructional resources, budget data, audited financial statements, organizational charts, 2011-2012 Catalog for the Charlotte Campus of Johnson & Wales University, the *Faculty Manual*, and "2017: The Centennial Plan," Johnson & Wales University's strategic plan.

During the visit, the team of examiners met with numerous administrators, faculty, staff, and students of the Charlotte Campus.

### **PROPOSED DEGREE PROGRAM**

#### **Bachelor of Science in Business Administration**

The goal of this program is to prepare graduates for a variety of business career options. This generalist program provides a broad range of knowledge and practical skills related to the fundamentals of business including management, marketing, finance, accounting, economics, and business information technology. The program permits students to choose a concentration in the Arts and Sciences, in Management Applications, or in Marketing Applications. Students are expected to acquire communication, critical thinking, and ethical reasoning skills to help them understand the broad spectrum of issues inherent in the business world. The program requires the completion of 190 quarter credit hours, including 67.5 quarter hours in general education.

### **RECOMMENDATIONS**

After the site visit, the *Preliminary Report to the President of The University of North Carolina from the Team of Examiners for the Licensure Visit to Review the Bachelor's Degree Program Proposed by the Charlotte Campus of Johnson & Wales University* was submitted. The report, which contained no suggestions, included two recommendations pertaining to the degree program reviewed. The recommendations addressed issues of faculty credentials.

The team of examiners concludes its report by stating that it would make its concluding recommendation to the General Administration of The University of North Carolina regarding the licensure of Johnson & Wales University's proposed new degree program for its Charlotte Campus after it received and reviewed the institution's response to the recommendations contained in the report.

After receiving the team of examiners' report, the Charlotte Campus of Johnson & Wales University responded to the recommendations. All of the recommendations have been addressed to the satisfaction of the team of examiners.

After reviewing the institution's response, the team of examiners recommends that the Charlotte Campus of Johnson & Wales University be licensed to offer the new degree program requested.

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Dr. Frank Prochaska agrees with the team's review and recommendations. Thus, General Administration recommends licensure of the following proposed degree program, to be offered on-site by Johnson & Wales University at its Charlotte Campus:

- Bachelor of Science in Business Administration

A site visit to the Charlotte Campus of Johnson & Wales University will be performed within two calendar years of the initiation of this new degree program, by a team of examiners with expertise in the field, to ascertain the institution's compliance with the *Rules and Standards*, including the recommendations contained in the report.