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| **Vancouver Island University** | **Faculty of Management** |
| **Summative Program Assessment 2012** |  |
| **Program: Bachelor of Arts, Minor in Business** | |

***Context***

The BA Minor in Business was implemented to enhance the understanding of the role and nature of business in today's society and, in particular, the applied linkages between Social Sciences, Humanities and Business. Combined with studies in other areas, it provides students with business knowledge and skills that will enhance their opportunities for employment. Students will develop an appreciation and understanding of how to achieve organizational objectives within the constraints and opportunities of a diverse and turbulent external environment.

***Relevance***

* The headcount for the three years 2008 to 2010 is 26, 21, and 19 and FTE count is 6.1, 6.1, and 3.1.
* There is much value to students in the program from anecdotal student feedback.
* There is also potential for broader promotion of the minor to students in programs such as digital art and design, fine arts, music, creative writing (with a publishing and a journalism focus), and digital media studies students; these are students who may pursue an entrepreneurial career where the minor would help support that direction.

***Quality***

* The best qualitative measure is to examine how students are able to pursue their chosen career and to apply business knowledge and skills to the pursuit of this career. The business skills and knowledge include numeracy, communications, computer applications, marketing and management skills.
* One of the initial major reasons for the BA, Business Minor was to address a student need for business courses to supplement their major area of studies and to provide skills needed to operate their own or work in a variety of businesses after graduation.
* Depending on the business courses chosen, external designations are available for students to complete during the program including the Canadian Institute of Financial Planning; Canadian Investment Funds Institute of Canada Certificate; Canadian Insurance Life License Qualification Program Certificate of Completion.
* ACBSP accreditation enhances enrollment and provides assurance to business owners of the quality of the business credentials.
* Students are supported not only by a professional faculty but also by student tutors in Accounting, Finance and Economics.
* Faculty members are current in their professions, attend conferences, and are active involved in the business community.

***Financial Performance***

* The cost per FTE of the business portion is $3,718 for the academic year 2010/11. This is almost 50% less than the VIU overall average cost of $7,285 per FTE.

***Access***

* To increase access, the BBA Advisor will work with the BA Advisor(s) to hold reserves for students in this program and to accommodate the academic schedule for their concentrations.

***Institutional Priorities***

* This program satisfies the interdisciplinary approach to teaching and learning.

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|  | ***Dean’s Recommendation*** | Maintain | | |  |  |
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|  | The BA, Minor in Business should be actively promoted by collaborative advising between the BA and BBA Advisors. We recognize that the business minor as it currently stands has not been actively promoted or supported by the faculty; we expect that the transition to majors & minors should only prove to be beneficial. The development of the BBA minors will require the business faculty to revisit the BA minor in a more meaningful way and involve the BA program in reviewing the requirements for completion. | | | | |  |
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|  |  | | ***2013-14*** | ***2014-15*** | ***2015-16*** |  |
|  |  | |  |  |  |  |
|  | ***FTE Targets*** | | 4 | 6 | 8 |  |
|  |  | |  |  |  |  |
|  | ***Estimated Budget Increases or (Decreases)*** | | n/a | n/a | n/a |  |
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