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| **Vancouver Island University** | **Faculty of Management** |
| **Summative Program Assessment Template 2012** |  |
| * Program: Bachelor of Business Administration (BBA) including core components Certificate of Business Management and Diploma in Business Management | |

***Context***

* The purpose of the BBA program is to provide relevant business and management programs to aspiring students; the specific feature of our program is multiple exit and entry points to meet the diversity of domestic, international and community market demands.
* The BBA consists of seven concentrations: Accounting, Economics, Finance, Human Resource Management, International Business, Management and Marketing. We will be seeking approval to change these concentrations to majors for the next academic year.
* The BBA was established in 2004 and was previously called the B.A., Major/Minor in Business. It has grown consistently: 637.3 FTEs in 2008 (6.9829% of VIU’s total) to 763.8 FTEs in 2010 (9.1766% of VIU’s total).
* The number of international students:

2008, international FTEs 178.1

2009, international FTEs 196.5

2010, international FTEs 256.8

* The program provides both academic and applied learning through internship opportunities, field schools, and exchanges.
* Various entry and exit points from the program—entry: domestic high school graduates, transfer students from two year educational institutions, aboriginal students (eligible for the Ch’nook Scholars program), international partnership institutions, individuals pursuing professional advancement through enhanced academic studies
* Concurrent external credentials available (Professional Finance Advisor, CHRP, WSET) and the BBA is a pre-requisite for professional accounting designations (CA, CGA and CMA).
* Accreditation in 2009 for all Business Programs through the Accreditation Council for Business Schools and Programs (ACBSP) with standards modeled on the Baldrige National Quality Program.

***Relevance***

* FTE enrolment grew 19.849% between 2008 and 2010 and there is good reach beyond our local geographical area.
* The BBA is performing at and surpassing the enrollment benchmarks that were set for the program. The BBA increased enrollment while other programs have experienced a decline in enrollment. We still have the potential for more growth both domestically and internationally.
* For Fall, 2012 we have applications for 500 students (200 accepted to date) plus an estimated 150 students to be enrolled in PDDB and international students.
* Market demand for program graduates—95% are employed two years after graduation (BC Student Outcomes, BGS).
* Accounting education is becoming more relevant to the business community as international standards and potential for international mergers increases; affiliation to the CA, CGA and CMA.
* External designations available for students to complete during the BBA program include Certified Human Resources Professional (CHRP). In addition, Finance and Management have various certificates available for students to complete during the BBA program (Canadian Institute of Financial Planning; Canadian Investment Funds Institute of Canada ertificate; Canadian Insurance Life License Qualification Program Certificate of Completion. These certificates assist students to be more closely aligned to current business needs.
* ACBSP accreditation enhances enrollment (especially international student enrollments).

***Access***

* Positive increase for international and domestic and all target groups.
* Met the institutional mission; goal to increase aboriginal students.
* Aboriginal students; the Faculty of Management actively promotes and supports the Ch’nook Scholar Program and VIU had the largest number of Ch’nook scholars in BC. VIU has been selected as a Ch’nook Regional Centre.
* Increasing the opportunity to offer courses in Cowichan.
* Enrolment by gender has a fairly balanced distribution: 2008 48.179% female and 51.82% male; 2009 46.033% female and 53.967% male; and 2010 45.161% female and 54.839% male.
* Flexibility of entry, exit and transfer-in points are positive assets. Integral to the BBA program are certifications (core program elements) that ladder into it including PDDB, Certificate in Business Management and Diploma in Business Management.
* Additional faculty, enhanced facilities and student housing (on- and off-campus) would support increased enrolment.

***Financial Performance***

* The BBA is the lowest cost program within VIU and the highest revenue generating potential per FTE with a utilization rate of 92.5%.

***Quality***

* Accredited by the Accreditation Council for Business Schools and Programs (ACBSP).
* Student outcomes data documents four factors which have increased in assessment and shown improvement.
* In 2011/2012, two faculty members have successfully completed credentials in Certified Management Accounting (CMA), one MBA, two PhDs and one CHRP designation (award received for the highest mark on Vancouver Island). As well, two others are applying for PhD programs.
* Bloomberg leading edge financial investing software will be offered in 2012/2013 to students, faculty and the business community.
* The program continues to access peer tutors for Finance, Accounting and Economics
* The School of Business supports a first year experience coordinator
* The School of Business supports student initiatives (the Business Student Association and the student leadership conference; case competitions; establishment of the School of Business Curriculum Committee; development across all courses of department learning outcomes.

***Institutional Priorities***

* Faculty of Management are leaders at VIU in initiatives for student retention and recruitment (Pebbles and Jump Start in the Business Programs).
* Programs to enhance student engagement, learning and success (international partnerships; memberships in the Nanaimo Chamber of Commerce, Nanaimo Economic Development Corporation and professional bodies as well as community engagement—applied research projects, etc.).

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|  | ***Dean’s Recommendation*** | Expand | | |  |  |
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|  | Maintain with continued growth of three to five % per year. By the budget year 2015-2016, an additional three to four more faculty FTEs will be required. | | | | |  |
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|  |  | | ***2013-14*** | ***2014-15*** | ***2015-16*** |  |
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|  | ***FTE Targets*** | | 850 | 890 | 920 |  |
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|  | ***Estimated Budget Increases or (Decreases)*** | |  | $100,000 | $300,000 |  |
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