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| **Vancouver Island University** | **Faculty of Management** |
| **Summative Program Assessment Template 2012** |  |
| **Program:**  Post Degree Diploma in Business Studies |

***Context***

* The PDDB was approved and implemented in 2004.
* The initial purpose of the PDDB program was to enable international students who did complete the MBA program to receive a Canadian work permit.
* The program provides opportunities for international students to gain Canadian academic experience, as well as be an entry point for the MBA program.
* Over 80% of the students are international students.
* The PDDB students are mixed in with classes offered by the School of Business within the Faculty of Management.
* The program provides substantial revenue for the University relative to FTEs generated.

***Relevance***

* FTE enrolment grew by 134% between 2008 and 2010, from 25.5 to 59.7.
* During the same period, headcount grew by 239%, from 28 to 95.
* Anecdotal evidence indicates these growth rates will not continue for the future.
* The program will continue to attract international students by providing opportunities to work and/or continue in the MBA program.
* Domestic students will continue to enrol in the program to enhance their existing skills with business-related courses.
* The program increases the exposure of domestic students to international students and cultures.

***Access***

* Anyone with a bachelor’s degree from an accredited university can enroll in the PDDB

program.

* Students may take courses offered by the School of Business, offered as day or evening classes.
* Many domestic students are working full-time and studying part-time in the PDDB program.
* The program allows for transfer credit for courses taken at other universities.
* Successful graduating students may enter the MBA program; some have switched from the PDDB into the BBA program.

***Financial Performance***

* The PDDB program is firmly embedded within the BBA program.
* Apart from the FTE and headcount numbers, there is no separate data on cost per FTE.
* The cost per FTE for the PDDB program will reflect the cost per FTE in the School of Business, at $3,718.
* International students pay international tuition fees and the cost per FTE is the lowest at VIU.

***Quality***

* PDDB students are enrolled mostly in undergraduate BBA classes.
* The classes are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).
* No separate data on “quality” is provided for the PDDB cohort.
* Student support is provided by counsellors in International Education and by an Academic Advisor in the School of Business.

***Institutional Priorities***

* The program generates funds for the university to provide additional courses and services.
* Some courses become viable once the PDDB students are added into the mix.
* The program increases the number of international students on campus. For the period 2008 to 2010, the international FTEs increased by 183%, from 18.6 to 52.8. The number of international students in the program during the same period grew by 193%, from 27 to 79.
* The increase in the number of international students enhances, both directly and indirectly, the academic plan by
* Promoting awareness of global cultures, issues and conditions;
* Building relationships with international organizations, alumni and friends;
* Providing educational experiences that involve the larger world; and,
* Valuing human diversity in all its dimensions.

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|  | ***Dean’s Recommendation*** | Enhance |  |  |
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|  | Continue to collaborate with International Education to ensure that we optimize the opportunity to grow the PDDB and to attract students to the BBA, Rec/Tourism and Hospitality Management courses and to the MBA Program. |  |
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|  |  | ***2013-14*** | ***2014-15*** | ***2015-16*** |  |
|  |  |  |  |  |  |
|  | ***FTE Targets*** | 40 | 42 | 44 |  |
|  |  |  |  |  |  |
|  | ***Estimated Budget Increases or (Decreases)*** |  |  |  |  |
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\* The PDDB will support faculty FTE increases proposed in the BBA Summative Assessment.