

University Curriculum Committee (UCC)

Chair: Alistair Welchman

Members: Liang Tang, Gregory Hazleton, Pepe Chang, Raymond Garza, Martha Fasci, Brian Davies, Turgay Korkmaz

There is one proposal before the committee:

College of Business (COB) proposes to eliminate 5 Bachelors in Business Administration (BBA) majors

1. Human Resource Management (this major current has 101 declared majors and 54 students who intend to major in it)
2. Sport, Event and Tourism Management (74 declared, 79 intended)
3. Entrepreneurship (71 declared, 99 intended)
4. Management with International Business concentration (66 declared, 14 intended)
5. General Business (97 declared, 217 intended)

In February 2016 COB commissioned a 'SEAL' team to identify ways to improve undergraduate retention and graduation rates. The proposed elimination of these majors is the result of the SEAL team's report.

Some majors (##1,2) are too specific to provide students with a 'clear path' to graduate. They will be replaced by various specializations in existing degrees (#1 will become a BBA in Management with Human Resource track, and #2 will become a BBA in Marketing with a Sport, Event and Tourism Management track)

Other majors (##3,4) provide specific business competencies. The SEAL report argues that such competencies will be more widely available outside of the strictures of particular degree programs.

Lastly, the BBA in General Business is too broad, lacking a specific identity, departmental home and particular content. Students would be better served by taking a specific BBA degree.

All the majors are relatively small, about 100 or fewer majors, and COB would still retain 12 majors after the reorganization. (General Business has a disproportionately large number of intended majors because it is the 'default' major for pre-business students before they know their specific interests).

The COB followed the letter of the Handbook of Operating Procedure (HOP) 2.38, which governs program closure. Students would not be accepted after Jan 2018, but teach-out plans for each degree allow students to continue to finish their degrees, which would not be removed from the Texas Higher Education Coordinating Board inventory until August 2023.

Since the proposed eliminations are a de facto reorganization relatively few courses will be affected: only 7 will cease to be offered (4 from Entrepreneurship, 2 from General Business and 1 from Sport etc). Three courses will ultimately not be replaced, although they will still be offered until 2024. The other 4 courses will be phased out with appropriate substitutions.

For the same reason, no tenured faculty positions will be lost.

The UCC had some questions about the proposal, which the COB was most helpful about answering. In particular, the UCC asked about

- the impact of the proposed closures on TT and NTT faculty. COB confirmed that there would be no impact
- the impact of the proposed closures on non-business students wishing to take the corresponding minors. COB informed us that only one of the minors to be closed (Entrepreneurship) is available to non-business majors, and it currently has zero enrollment.

The Committee did however note that the procedure COB used to implement HOP 2.38, while clearly permitted, is not necessarily in the spirit of the HOP rules. That procedure involved setting up a SEAL taskforce to make recommendations, and then using that same taskforce to populate the mandatory program review committees required by HOP 2.38. This is in accordance with the letter of 2.38 (a review committee is appointed by the relevant Dean or Chair) and the committees themselves produced excellent reports. But the spirit of 2.38 IX.2 is that the review committees should provide an assessment of the proposed closures that is independent of the initial administrative order. The Senate might want to revisit HOP 2.38 in light of this.

The Committee recommends unanimously that the Senate vote to accept the proposal and send it on for final administrative approval (7 in favor, 0 opposed, 1 abstention) but makes the observation (6 in favor, 1 opposed, 1 abstention) that the Senate might want to revisit the procedures in HOP 2.38.