

***Eight-Year Program Review IBHE Report Summary: see attached Resources page***

## **PROGRAM REVIEW REPORT SUMMARY**

- 1. Reporting Institution:** Eastern Illinois University
- 2. Program Reviewed:** 52.0201 B.S.B. in Business Administration
- 3. Date:** February 4, 2022
- 4. Contact Person:** Dr. John Willems, Interim Chair of School of Business
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- 5. OVERVIEW**

The B.S.B. in Business Administration (BSBA) program is one of six undergraduate business majors offered in the School of Business at Eastern Illinois University. The BSBA program is a unique program in the School of Business because it is only offered online and it is solely a two-year degree completion program. An Associate (AA or AS) degree in Business Administration from an Illinois Community College is the easiest way to transfer to EIU with all of the lower division requirements complete. If students have not earned one of these degrees, then they are responsible for transferring in the common lower division requirements that all business degree programs must complete in their first two years. The program is designed to enable non-traditional students to complete a bachelor's degree in business on a part-time or full-time basis by taking online upper division business classes at EIU. The BSBA program provides the graduate with a broad business background and is flexible enough to meet the various business-related interests of students in Illinois and beyond. The program is different from the other undergraduate business majors offered in the School of Business at Eastern Illinois University because it does not require or allow for specialization in a business discipline like accounting, finance, management, marketing or business analytics and information systems. Community Colleges in Illinois including Lake Land College and Parkland College, offer all of the required lower division classes while EIU offers all of the upper division courses on a rotating basis. The upper division business core classes are the same upper level business core classes that are required for all undergraduate business majors for on campus business programs. The BSBA also requires 24 additional hours of upper division business courses where 18 credits must come from six courses with one course each from accounting, finance, management, marketing, management information systems, and operation and supply chain management. The remaining six credits must come from the business disciplines, BUS 4000 (Business Ethics), or ENT 3300 (Foundations of Entrepreneurship).

The B.S.B. in Business Administration degree prepares students for entry level positions in business and for graduate study in MBA programs. The upper division business courses are offered online to accommodate non-traditional students who work at businesses and other organizations and are often part-time students who desire a general business degree to enhance their career development prospects. Many four-year universities offer a B.S. in Business Administration major in the school of business including Illinois State, Southern Illinois, and Western Illinois. The BSBA program is not assessed separately or required to write a separate assessment report each year. The BSBA program shares the following learning objectives with the business core: 1. Demonstrate basic knowledge of functional areas of business, 2. Recognize and analyze ethical and legal issues in the business decision-making process, 3. Understand the role of technology in organizations and use technology effectively, 4. Communicate effectively, and 5. Apply critical thinking skills to reach sound business decisions

## **6. MAJOR FINDINGS AND RECOMMENDATIONS**

**a. Description and assessment of any major changes in the program/disciplinary context e.g., (1) in the overall discipline or field; (2) student demand; (3) societal needs; (4) institutional context for offering the degree; (5) other elements appropriate to the discipline in question; and (6) other.**

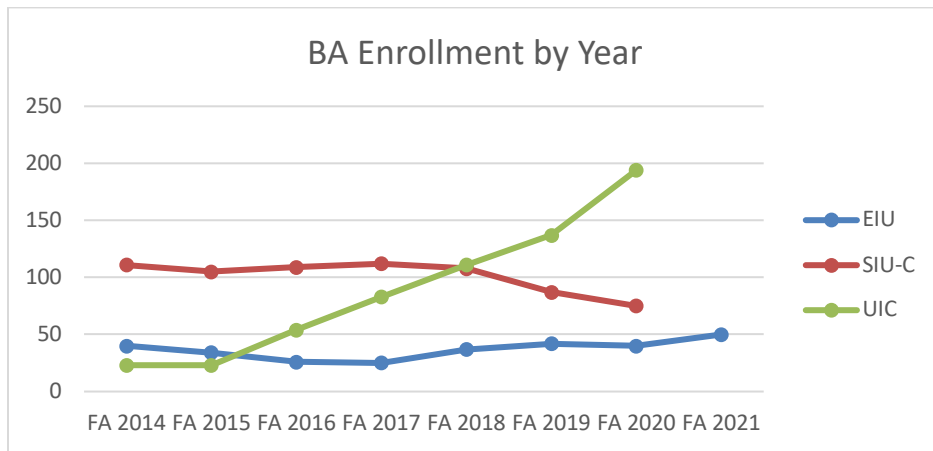
Most of the students in the BSBA program are non-traditional students who need to take classes online because they work during the day. Many of these students will continue to work for the same employer upon graduation. The [Occupational Outlook Handbook](#) published by the U.S. Bureau of Labor Statistics reports that the Business and Financial Operations occupations where most of the BSBA students normally seek jobs is projected to grow by 8% between 2020 and 2030 about as fast as the average for all occupations, adding about 750,800 new jobs. Among important demand drivers for such occupations are globalization, a growing economy, and a complex tax and regulatory environment as well as increasing usage of data and market research. The median annual wage for business and financial occupations was \$72,250 in May 2020, which was significantly higher than the median annual wage for all occupations of \$41,950. Also, the [U.S. Bureau of Labor Statistics](#) projects the Management occupations to grow by about 9.3% from 2020 to 2030, which is 1.6% above the growth rate for all occupations.

The [Illinois Department of Employment Security](#) predicts in their ‘Long-Term COVID – Impacted Occupation Projection (2018-2028)’ that management occupations will grow by 3.32% or well above 1.04% growth rate for all occupations. It will increase the number of management occupations from 584,423 in 2018 to 603,841 in 2028. During the same period operations specialty managers will increase from 113,700 to 121,517 which represents a 6.88% growth rate. Also, ‘Business & Financial Operations’ occupations are project to grow by 3.89% from 358,953 to 372,931 jobs. This data on potential jobs suggests an outlook that will be relatively favorable for EIU BSBA majors.

Eastern's Career Services reports 98% of Eastern's BSBA graduates from 2014-2021 were employed with an average starting salary of nearly \$43,000 (based on those who registered with Career Services and responded to the survey).

**PAGE 2, IF NECESSARY: 6. MAJOR FINDINGS AND RECOMMENDATIONS**

The BSBA program provides graduates with a broad business background. The School of Business has increased its marketing efforts for the online MBA and BSBA programs by advertising on local radio stations since fall 2017. In addition, there has been more systematic and comprehensive advising for all BSBA students both before and after being admitted to the program, and improved scheduling of courses of the BSBA Parkland program with a tentative course schedule given to students in the program and available on the School of Business website. Although the program is not large there have been increasing enrollments in the program since we began offering it online in fall 2017.



The business administration degree programs at EIU, SIU-C and UIC are similar to one another because they are two-year degree completion programs that are offered online. Although the programs at EIU and SIU-C are only offered online, UIC offers a program with both on-campus and online modalities. As enrollments across the state have declined over 14% during the review period, EIU has stayed competitive with its peer programs at SIU-C and UIC as shown in the graph above. While student enrollment in the EIU BSBA program is relatively low, it is important to note that the program is not available on campus and it is a two-year degree completion program that is only available online. For this type of program, the enrollments are acceptable given that they exhibit an increasing trend since the program was moved online in fall 2017.

**Business Administration Program Fall Enrollments at EIU and Other Illinois Public Universities**

| Year | EIU | SIU-C | UIC | ISU | NIU | SIU-E | WIU |
|------|-----|-------|-----|-----|-----|-------|-----|
| 2014 | 40  | 111   | 23  | 792 | 630 | 529   | 376 |
| 2015 | 34  | 105   | 23  | 887 | 558 | 547   | 382 |
| 2016 | 26  | 109   | 54  | 901 | 472 | 597   | 306 |
| 2017 | 25  | 112   | 83  | 885 | 476 | 559   | 287 |
| 2018 | 37  | 108   | 111 | 850 | 416 | 528   | 234 |
| 2019 | 42  | 87    | 137 | 897 | 438 | 568   | 223 |
| 2020 | 40  | 75    | 194 | 851 | 492 | 615   | 213 |
| 2021 | 50  | N/A   | N/A | N/A | N/A | N/A   | N/A |

Although the BSBA program at EIU is among the smallest in the state it has shown enrollment growth since 2014 unlike many of its peers among public institution in Illinois as shown in the table on the previous page. Moreover, the business administration degree programs offered at ISU, NIU and SIU-E are all four-year programs including the one offered at SIU-E which counts all of its business majors as specialization within the business administration degree program. In addition, EIU's BSBA program offers benefits that align well with both University and state goals. The program increases educational opportunities for non-traditional students in Illinois and provides the School of Business with an opportunity to provide community outreach.

**b. Description of major findings and recommendations, including evidence of learning outcomes and identification of opportunities for program improvement;**

The School of Business directly assessed the BSBA program by administering the Educational Testing Service (ETS) Field exam in BUS 4360, the capstone course in the business core curriculum. The last time the ETS exam was administered at Parkland as part of the BSBA program was in spring 2015. Since spring 2015 all BSBA student have taken the ETS exam online, with most of these students taking the exam each summer when the School of Business schedules this class online. The ETS exam results from spring 2015 and summer 2021 are given in the table below and are representative of ETS scores since fall 2014.

| <b>Semester &amp; Year</b> | <b>Spring 2015</b> |            |        | <b>Summer 2021</b> |            |        |
|----------------------------|--------------------|------------|--------|--------------------|------------|--------|
| <i>Type of Student</i>     | ETS Score          | Percentile | Number | ETS Score          | Percentile | Number |
| <i>BSBA Majors</i>         | 154.6              | 52.4       | 15     | 161.9              | 73.6       | 15     |
| <i>Other Bus Majors</i>    | 149.3              | 42.2       | 119    | 147.5              | 37.9       | 25     |

As the above chart shows the students in the BSBA program generally performed better than the other business students who take the exam. One possible explanation is that the BSBA students typically have more job experience. Moreover, the BSBA student typically outperform other business student nationally as demonstrated by scoring at the 52.4 percentile nationally in spring 2015 and at the 73.6 percentile nationally in summer 2021.

**c. Description of actions taken since the last review, including instructional resources and practices, and curricular changes;**

During the last four years the School of Business has increased marketing efforts for all of its online programs including the BSBA program by placing radio and newspaper advertisements with the Mattoon and Champaign media. To increase student retention efforts, more systematic and convenient advising of BSBA students has been implemented using alternative communication methods (e-mail, telephone, and videoconferencing) to facilitate effective advising.

In fall 2017 the School of Business started offering the BSBA program online while we also continued to offer the program face-to-face at Parkland College. By offering the program online we were able to meet the needs of additional students throughout the state. Unfortunately a side effect of offering the program online was that the program offered at Parkland saw enrollment declines. We continued offering classes for the BSBA program at Parkland until spring 2020. In

fall 2020 we stopped offering classes at Parkland because of enrollment declines in the Parkland program, enrollment increases in the online program and the difficulties on offering off-campus classes during the Covid pandemic.

In fall 2017 the School of Business also changed the upper division requirement for the BSBA program from requiring 15 hours including one course from each from the Accounting (ACC), Finance (FIN), Management (MGT), Management Information Systems (MIS), and Marketing (MAR) disciplines, to requiring 18 hours including one course from each of the Accounting (ACC), Finance (FIN), Management (MGT), Management Information Systems (MIS), Marketing (MAR), and Operation and Supply Chain Management (OSC) disciplines. This change was implemented because there was a need for additional quantitative, and operation and supply chain skills in businesses and organizations hiring our students.

**d. Description of actions to be taken as a result of this review, including instructional resources and practices, and curricular changes.**

To better schedule the BSBA courses, the School of Business has developed a multi-year rotation of when classes by the various disciplines will be offered online. This advanced planning has already allowed the Assistant Chairs of the disciplines to suggest classes in the rotations that have not previously been offered in the BSBA program. We hope that this helps solve the most common request by current BSBA students for more and different classes in the program.

**7. No Institution-Assigned Issues**

**8.1 Decision**

**VPAA Decision:**

- Program in good standing
- Program flagged for priority review
- Program enrollment suspended

**8.2 Explanation**

**VPAA Explanation:**

The summary above gives an overview of the significant program changes that have occurred and been measured within the Business Administration B.S.B. degree. While it is noted that the number of graduates and majors is low (compared to Illinois state peers), the program is uniquely poised to serve a wide range of working professionals. To increase enrollment, the program continues to improve its visibility to potential students (through more targeted marketing) and develops early scheduling and coordinating of courses with partner community colleges (that offer the lower-division prerequisites).