

Undergraduate Program Review
General Business
2006–2007

I. Strengths

1. Maintenance of a healthy and stable enrollment.
2. Achievement of MFAT scores that are within 5% of national averages.
3. Apparent employability of graduates, with more than 50 % of students employed before their graduation.

II. Weaknesses

1. The impression that the program functions primarily as a service unit for undecided students who want to be business majors but have not selected a specific focus, while data belies the assumption that these majors are weaker students than those who select other programs.

III. Recommendations

1. To dispel the notion that the General Business program serves as a catch-all for indecisive students, the review committee encourages the program to carve out a specific rationale for their program, and to define their niche within the framework of the College, beginning with the establishment of some specific program goals and SLOs.
2. Subcommittee recommended unconditional continuation of this program.