





**TO:** The Honorable the Members of the Board of Regents

**FROM:** John L. D'Agati 

**SUBJECT:** Wells College: Master Plan Amendment to offer a Bachelor of Science in Business program

**DATE:** January 4, 2016

**AUTHORIZATION(S):** 

#### **SUMMARY**

#### **Issue for Decision (Consent Agenda)**

Should the Board of Regents approve a master plan amendment for Wells College to offer a Bachelor of Science (B.S.) in Business program?

#### **Reason(s) for Consideration**

Required by State statute.

#### **Proposed Handling**

This question will come before the full Board at its January 2016 meeting where it will be voted on and action taken.

#### **Procedural History**

Wells College, Aurora, NY, submitted a proposal for a program in Business leading to a Bachelor of Science (B.S.) degree. The proposed program requires a master plan amendment because it would be the College's first baccalaureate program in the discipline of business.

#### **Background Information**

Wells College's mission is "to educate students to think critically, reason wisely and act humanely as they cultivate meaningful lives." The proposed program's inclusion of theoretical and applied requirements is consistent with the mission, as it is designed to seamlessly integrate business courses and experiences into a liberal arts and sciences curriculum. The goals of the proposed program are:

- To provide students with thorough knowledge necessary for mastery of successful business and managerial skills and responsibilities supported by a general education liberal arts curriculum and combined with opportunities for experiential learning;
- To engage students in the development and empowerment of local and global businesses and the larger social community; and
- To encourage exemplary individual and corporate moral and ethical behavior.

The curriculum of the proposed program includes a required business core consisting of courses in business, management, marketing, accounting, and economics, and two internship experiences. Students will choose electives from a selected list with the guidance of their faculty advisor to further explore their areas of interest.

In preparation for the proposed program, the College established The Sullivan Center for Business and Entrepreneurship in Fall 2014. The Center includes a state-of-the-art investment trading center, faculty offices, classrooms, a lecture hall, computer labs and a café managed and operated by students. The Center also houses the Innovation Lab, a central place for students to collaborate on ideas.

Other programmatic offerings outside of the curriculum that support the proposed program include a speaker series that focuses on the intersection of business and sustainability, and the Annual Business Idea Competition, a part of the College's Entrepreneurship Week.

The College anticipates an initial enrollment of 20 students during the first year of the program, and a total enrollment of 68 students after five years.

After departmental review, the Office of College and University Evaluation (OCUE) determined that the program meets all standards for registration. In addition, the proposal has been reviewed by an external peer expert who provided overall positive comments about the proposed program. As part of the master planning process, the Department canvassed institutions of higher education in the Central New York Regents region. No objections or statements of negative impact were received.

### **Recommendation**

VOTED: That the Board of Regents approve a master plan amendment to authorize Wells College to offer a program in Business leading to a Bachelor of Science (B.S.) degree. The amendment will be effective until January 12, 2017, unless the Department registers the program prior to that date, in which case master plan amendment shall be without term.

### **Timetable for Implementation**

If the Board of Regents approves the master plan amendment, the Department will register the program.