



TO: The Honorable the Members of the Board of Regents

FROM: William P. Murphy *William Murphy*

SUBJECT: Bryant and Stratton College, Albany Campus, Syracuse Campus, and Henrietta Campus: Regents authorization to award the Bachelor of Business Administration (B.B.A.) degree and Master Plan Amendment to offer a Bachelor of Business Administration degree in General Management

DATE: December 30, 2021

AUTHORIZATION(S):

SUMMARY

Issue for Decision (Consent)

Should the Board of Regents authorize Bryant and Stratton College to award the Bachelor of Business Administration (B.B.A.) degree and approve a master plan amendment (MPA) to authorize the college to offer a B.B.A. in General Management, at the Albany, Syracuse, and Henrietta Campuses?

Reason(s) for Consideration

Required by State statute and State regulation.

Proposed Handling

This issue will come before the Full Board at its January 2022 meeting, where it will be voted on and action taken.

Procedural History

A master plan amendment is required because the proposed program will be the first bachelors-level program in the discipline area of Business at Bryant and Stratton's Albany, Syracuse, and Henrietta Campuses. Regents authorization is also required because the college is not currently authorized to award the B.B.A. degree at these campuses.

Background Information

The B.B.A. in General Management degree program “affords students an instructionally rich, well rounded foundation within business areas such as accounting, project management, global management and management principles.” Graduates of the proposed program “will be able to apply the problem solving, strategic planning, communication, interpersonal, and technology application skills needed to analyze operational demands and creatively resolve contemporary business problems.” Furthermore, the proposed program is aligned with the mission of the college “to provide career relevant programs of study that prepare graduates for high demand professions.” The B.B.A. in General Management strongly supports that mission and meets employers’ needs for general managers within many industries.”

The curriculum is comprised of major courses in Accounting, Business, Sales, Management, Marketing, Economics, as well as courses in Computing Skills, Mathematics, Organizational Psychology, and Career Development. The diverse perspective and knowledge embedded in the liberal arts and social science courses also contribute to the broad knowledge, skills, values, and attitudes, which support the development of the role of a manager in a complex business environment.

Academic review of faculty, curriculum, and other program aspects of the proposed degree program has been completed by the Department. The Department has determined that the proposed degree program meets the standards for registration as set forth in the Regulations of the Commissioner of Education. In November 2021, following its standard protocol, the Department conducted a canvass of degree-granting institutions in the Finger Lakes, Central, and Capital Regions. Two institutions responded, none objected.

Related Regents Items

Not applicable.

Recommendation

VOTED: That the Board of Regents authorize Bryant and Stratton College to award the Bachelor of Business Administration (B.B.A.) degree and approve a master plan amendment to authorize the college to offer a program in General Management at the Albany, Syracuse, and Henrietta campuses leading to the B.B.A. degree. The master plan amendment will be effective until January 11, 2023, unless the Department registers the program prior to that date, in which case the master plan amendment shall be without term.

Timetable for Implementation

If the Board of Regents authorizes Bryant and Stratton College and approves the master plan amendment, the Department will register the program.