



# STATE OF CONNECTICUT

## BOARD OF TRUSTEES FOR THE STATE COLLEGES

P. O. Box 2008                      NEW BRITAIN, CONNECTICUT 06050  
TEL. NEW BRITAIN: 203-229-1607                      TEL. HARTFORD: 203-566-7373

### RESOLUTION

concerning

LICENSURE APPLICATION  
for  
BACHELOR OF SCIENCE  
in  
BUSINESS ADMINISTRATION  
at  
Southern Connecticut State College

January 7, 1983

RESOLVED, That under the authority granted the Board of Trustees in Chapter 164, Section 10-109 and Chapter 178, Section 325c of the General Statutes, Southern Connecticut State College is hereby authorized to seek licensure for and implement a major in Business Administration leading to the Bachelor of Science, subject to the approval of the Board of Higher Education.

A Certified True Copy:

A handwritten signature in cursive script, appearing to read "James A. Frost", written over a horizontal line.

James A. Frost  
Executive Director

CONNECTICUT BOARD OF HIGHER EDUCATION

Rev. 5/17/83  
#83-15

PROGRAM SUMMARY

61 WOODLAND STREET  
HARTFORD, CONNECTICUT 06105

DESCRIPTION OF PROPOSED ACADEMIC PROGRAM OR DEGREE

PROGRAM NAME: Business Administration  
DATE OF SUBMISSION TO BHE: Jan. 28, 1983  
Revised: May 17, 1983

TITLE OF DEGREE (and abbreviation): Bachelor of Science (B.S.)

PROGRAM CODE NO. : : : : TITLE: Business Administration and Management General

DEPARTMENT AND SCHOOL OR COLLEGE: School of Business Economics

APPLICANT INSTITUTION: Southern Connecticut State University  
PROPOSED INITIATION DATE: Fall 1983

GEOGRAPHIC LOCATION OF PROGRAM: 501 Crescent Street, New Haven, CT 06515

INSTITUTIONAL LIAISON PERSON: Robert Nowlan  
TITLE: Vice President for Academic Affairs  
TELEPHONE: 397-4322

BOARD OF TRUSTEES STAFF LIAISON (if applicable): Thomas A. Porter, Executive Officer for Academic and Student Affairs  
827-7700

SUMMARY (Describe the proposed academic program below and on a separate page if necessary.)

Southern Connecticut State University is located in a major urban area which is one of the state's leading commercial, industrial, and financial centers. The proposed bachelor's program in Business Administration is needed to prepare Southern's students to participate in and make contributions to the economy of the area and the state as a whole. Strong support for the program has been expressed by Southern's students as well as by community leaders.

The proposed program has evolved from Southern's existing undergraduate program in Business Economics which currently serves more than 1,200 majors. The new program will provide students with a broad education in the liberal arts and science, specific mathematical abilities, and a thorough grounding in Business Administration. The curriculum will consist of the following elements:

1. The all-college general education requirements. (41 Semester Hours)
2. A core or common-body-of knowledge in a broad range of subjects including Economics, Economics Statistics, Accounting, Finance and Banking, Business Law, Management, and Marketing. (36 Semester Hours)
3. A specialization in Business which will be selected by the student in conjunction with his/her adviser. The specialization will be selected from the following fields: Business Economics; Accounting; Finance; Management; Marketing; and Management Information Systems. (21 Semester Hours)
4. Cognate subjects which will include applied calculus and computer science. (12 Semester Hours)
5. Free electives. (21 Semester Hours)

Students will be required to apply for admission to the major. This will normally occur at the end of the Sophomore year at which time students will be expected to have completed most of the general education requirements, the mathematics and computer science cognate requirements, and a significant proportion of the Business core.

DO NOT FILL IN	LICENSURE ACTION	ACCREDITATION ACTION
These items will be completed by the BHE staff.	SCA _____	SCA _____
	PAAC _____	PAAC _____
	BHE _____	BHE _____

\* Note: Code to be selected from the CLASSIFICATION OF INSTRUCTIONAL PROGRAMS (as provided by HEGIS).

**APPLICATION SUMMARY**  
**(For Planning Approval and Licensure)**

**CONNECTICUT BOARD OF HIGHER EDUCATION**  
 P.O. BOX 1320, HARTFORD, CONNECTICUT 06101

#83-15

*Replied*  
*5/17/83*

HE-7 NEW 7-78

**DESCRIPTION OF PROPOSED ACADEMIC PROGRAM OR DEGREE**

PROGRAM NAME <b>Business Administration</b>	DATE OF SUBMISSION <b>January 28, 1983</b>
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DEGREE (and abbreviation)  
**Bachelor of Science (B.S.)**

*SUBJECT FIELD CODE (No.) <b>06   04   01</b>	TITLE <b>Business Administration and Mangement General</b>
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DEPARTMENT, SCHOOL, OR COLLEGE  
**School of Business Economics**

INSTITUTION <b>Southern Connecticut State College</b>	PROPOSED DATE OF INITIATION <b>Fall 1983</b>
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GEOGRAPHIC LOCATION OF PROGRAM  
**501 Crescent Street, New Haven, CT 06515**

INSTITUTIONAL LIAISON PERSON <b>Robert Nowlan</b>	TITLE <b>Vice President for Academic Affairs</b>	TELEPHONE <b>397-4322</b>
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BOARD OF TRUSTEES STAFF PERSON (When Trustees Staff is involved) <b>Thomas A. Porter, Executive Officer for Academic and Student Affairs</b>	TELEPHONE <b>827-7700</b>
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**SUMMARY (Describe the proposed academic program or degree. An additional sheet may be attached if necessary)**

Southern Connecticut State College is located in a major urban area which is one of the state's leading commercial, industrial, and financial centers. The proposed bachelor's program in Business Administration is needed to prepare Southern's students to participate in and make contributions to the economy of the area and the state as a whole. Strong support for the program has been expressed by Southern's students as well as by community leaders.

The proposed program has evolved from Southern's existing undergraduate program in Business Economics which currently serves more than 1,200 majors. The new program will provide students with a broad education in the liberal arts and science, specific mathematical capabilities, and a thorough grounding in Business Administration. The curriculum will consist of the following elements:

1. The all-college general education requirements.
2. A core or common-body-of-knowledge in a broad range of subjects including Economics, Economics Statistics, Accounting, Finance and Banking, Business Law, Management, and Marketing.
3. Directed electives in Business which will be selected by the student in conjunction with his/her adviser. The electives will support the student's individual academic and career objectives.
4. Cognate subjects which will include applied calculus and computer science.
5. Free electives.

Students will be required to apply for admission to the major. This will normally occur at the end of the Sophmore year at which time students will be expected to have completed most of the general education requirements, the mathematics and computer science cognate requirements, and a significant proportion of the Business core.

<p><b>DO NOT FILL IN</b>                  These items will be completed by the BHE for entry into the Informational System.</p>	<p>PLANNING APPROVAL ACTION</p> <p>SAAC _____</p> <p>BHE _____</p>	<p>LICENSURE ACTION</p> <p>SCA _____</p> <p>SAAC _____</p> <p>BHE _____</p>
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\*To be selected from the TAXONOMY OF INSTRUCTIONAL PROGRAMS (Provisions: Appendix D)

*replied*

DESCRIPTION OF PROPOSED ACADEMIC PROGRAM OR DEGREE

PROGRAM NAME <b>Bachelor of Science Degree in Business Administration</b>	DATE OF SUBMISSION TO BHE <b>January 1983</b>
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LEVEL OF DEGREE (and abbreviation)  
**Bachelor of Science (B.S.)**

PROGRAM CODE NO.	TITLE <b>Business Administration</b>
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DEPARTMENT AND SCHOOL OR COLLEGE  
**Dept. of Economics, Accounting and Finance  
School of Business and Economics-Dept. of Business Administration**

APPLICANT INSTITUTION <b>Southern Connecticut State College</b>	PROPOSED INITIATION DATE <b>September 1983</b>
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GEOGRAPHIC LOCATION OF PROGRAM  
**501 Crescent Street, New Haven, Ct. 06515**

INSTITUTIONAL LIAISON PERSON <b>Dr. John Maher</b>	TITLE <b>Acting Dean, School of Business Economics</b>	TELEPHONE <b>397-4461</b>
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BOARD OF TRUSTEES STAFF LIAISON (if applicable)  
**Dr. Thomas Porter, Executive Officer for Academic and Student Affairs**

SUMMARY (Describe the proposed academic program below and on a separate page if necessary.)

I. Program Justification

There are four major reasons why this program is desirable and appropriate for Southern Connecticut State College to offer at this time.

1. It is needed to broaden the program diversity at SCSC, as it is the only four-year, public institution in Connecticut that does not have a B.S. degree in Business Administration.
2. It is needed to serve the urban areas and to offer business courses that are within the financial reach of large numbers of people within the area. This program will help strengthen the economy and develop the skills to further economic growth in the state, particularly in southern Connecticut.
3. There is a demand for such a program in the community, since some elements of the proposed business program have already been offered in our current Business Economics program at SCSC and have been very successful.
4. This type of program will help improve the quality of education through the new curriculum, and can be financed through the College's internal reallocation of funds and resources.

II. Program Objectives

The main goal of the proposed B.S. degree program in Business Administration is to improve the quality of the existing program of business economics by providing the curriculum and training for each of its graduates for a position of responsibility and leadership in business, industry, and public management. This program is designed with the following objectives:

1. To provide students with a broad education in the liberal arts and sciences.
2. To develop a basic understanding of the common-body-of-knowledge in economics, business, finance, marketing, business law, management, and management science.
3. To meet the specific needs and interests of students by offering a directed group of elective professional courses and experiences in preparation for courses in business and related fields and graduate study.

(continued on page 2)

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	PAAC _____	PAAC _____
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\* Note: Code to be selected from the CLASSIFICATION OF INSTRUCTIONAL PROGRAMS (as provided by HEGIS).

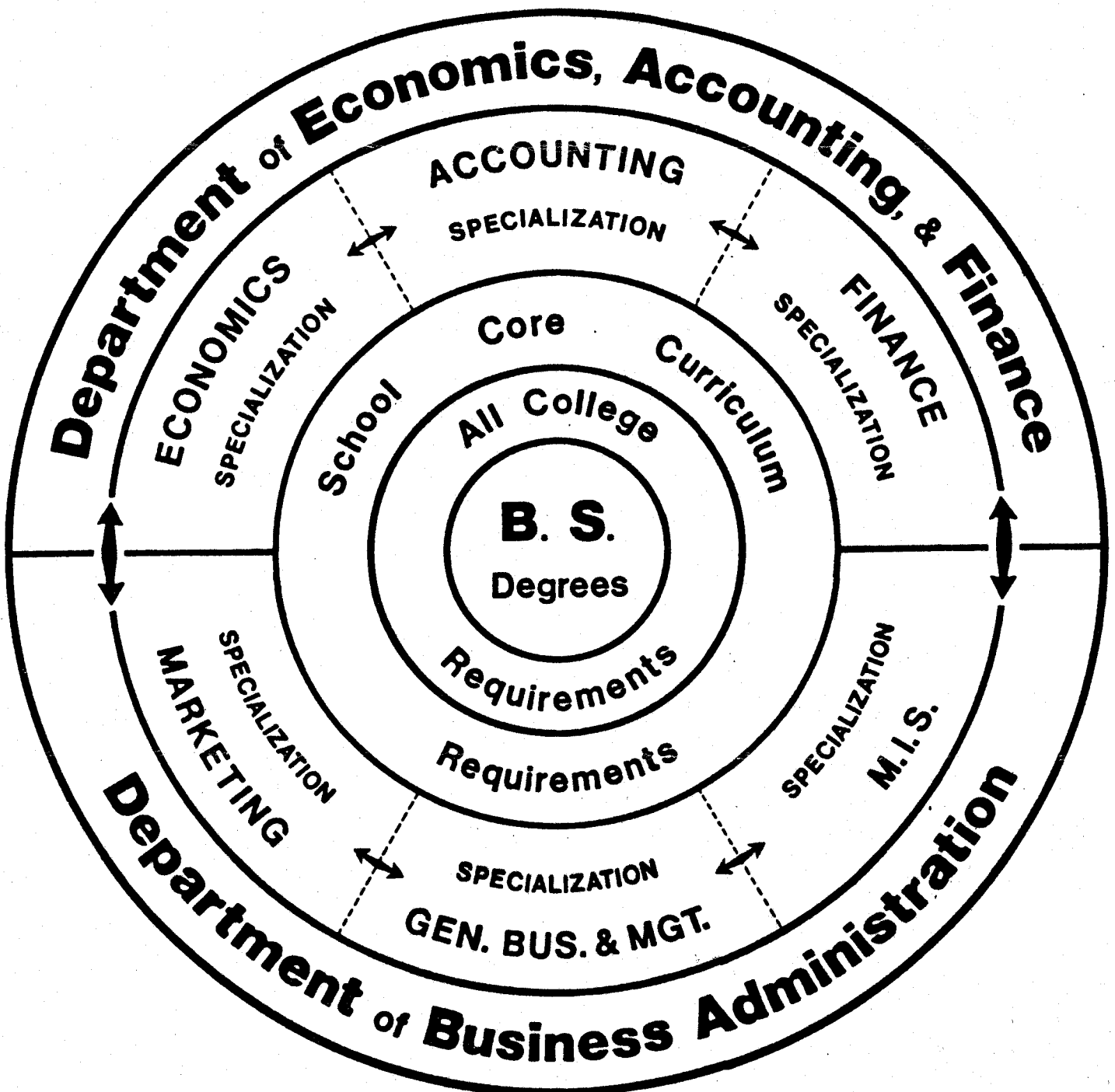
4. To achieve accreditation by the American Assembly of Collegiate Schools of Business.
5. To change the name of the School of Business Economics to the School of Business and Economics.

III. Program Curriculum

A. Structure: As illustrated in the following chart, the proposed curriculum is constructed of four elements delineated in this section: 1., the all-college general education requirements in liberal arts; 2., the common body of knowledge requirements for business and economics; 3., specialization requirements within one of six fields in the Department of Economics, Accounting, and Finance and the Department of Business Administration; and 4., free-electives.

1. All-college, liberal arts requirements. All students will continue to fulfill the existing liberal arts requirements which will constitute over 50% of their programs from outside the School. They will fulfill these requirements in their first two years and will not be formally accepted as majors in the School until the end of their sophomore year (except in accounting where, because of the sequencing of courses, it is essential to begin the subject at the beginning of the freshman year.)
2. All School (core) requirements; the common body of knowledge in business and economics. All students enrolled in the School, regardless of specialization, must be provided with the body of knowledge common to business and economics. The common body of knowledge is a requirement of the American Assembly of Collegiate School of Business. This knowledge is transmitted through a core curriculum consisting of a set of integrated, coherent courses that are a foundation for specialization in one of six fields of study.
3. Specialization. For some time we have defined as "option areas" the six fields which students may choose courses from: Economics, Accounting, Finance, Marketing, General Business and Management Information Systems. These option areas now become specializations. Each specialization may be defined as an area in which a student can major with 21 or more credits with a genuine choice to select free electives of 15 credits or more out of total "free offerings" of 30 or more credits. However, in the case of Accounting, a student has to major with 27 or more credits with a genuine choice to select free electives of 15 credits or more out of total "free offerings" of 27 or more credits.
4. Course sequencing. In their first two years of college, all students in the School will complete their all-college requirements as well as six courses (excluding elementary economics) of the core curriculum. They will then apply for admission to the program of the School and, as juniors, will complete the four 300 level common-body-of-knowledge (core Curriculum) requirements before embarking on a specialization.

# Proposed Curriculum Structure School of Business and Economics



5. Cognate areas. The School requirement consists of Finite Mathematics (MAT 104) and Calculus (MAT 139) and at least one semester of Computer Science (CSC 100).
- B. Development: The Business Economics program that was introduced in 1976 has come a long way and is now passing through various stages of maturity. It was first elevated a year ago from a Department of Economics to a Division of Business and Economics and further in fall semester 1982 to a School of Business Economics which is presently being divided into a Department of Economics, Accounting, and Finance and a Department of Business Administration. Inspired by the College's emphasis on the "year 2000" as the target date to achieve substantial academic excellence and also to meet the challenges of the 21st century, we feel that the School of Business Economics has an urgent need to restructure and revitalize the curriculum and program offerings, keeping in mind:
1. Change with continuity. The proposed curriculum plan is being built on the existing strengths of the faculty, curriculum and administration of the School. The proposed curriculum enriches rather than conflicts with our existing program objectives.
  2. Diversity for individualization of student programs. Each department provides opportunity for the student to elect alternative combinations of theoretical and applied courses and experiences which will enable him or her to individualize their programs to meet specific needs and interests without sacrificing depth of understanding.