



Date: December 2, 2019

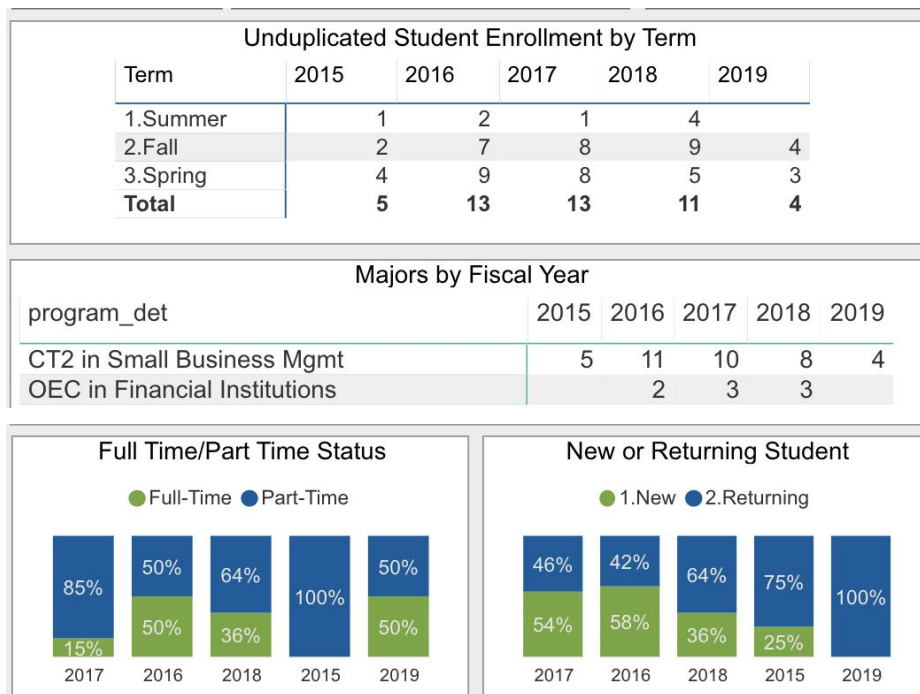
To: Dr. Karen Carey, Provost

From: Dr. Charla Brown, Chair of Business and Public Administration Department

cc: Dr. Tom Thornton, Dean of Arts & Sciences  
Dr. Maren Haavig, Associate Dean of Arts & Sciences

Re: Small Business Management Certificate & Financial Services Occupational Endorsement

In response to the Provost's request to examine two BPA programs, the Financial Institutions Occupational Endorsement and the Small Business Management Certificate, student enrollment in these programs has been relatively low with some decline in the current year (see table).



While these numbers may suggest that both programs could be candidates for elimination, there would be little cost savings in doing so. In the context of the broader BBA course offerings, there are two unique classes for the Financial Institutions OE and one unique class for Small Business Management Certificate. Additionally, there is no full-time faculty dedicated to these programs. Further considerations and commentary are outlined below by program.

### Financial Institutions Occupational Endorsement

As of September 2019, there were eleven students enrolled in this program and we anticipate removing six of those due to non-attendance. Given the low enrollment, faculty have discussed suspending admission and eliminating this OE from the catalog. This OE includes two unique required courses: BA160 Introduction to Banking and BA254 Personal Finance. Both courses are offered online through UAF/SOM or UAF/CTC. Faculty have also discussed keeping the OE and encouraging UAS students to take BA160 and, possibly, BA254 from UAF. This arrangement could result in a reduction of at least one adjunct. In either scenario, it is important to note that faculty want to continue offering BA254 because it is a popular elective with strong enrollment, as illustrated in the table below.

BA160 Introduction to Banking	2015 Fall	2016 Fall	2017 Fall	2018 Fall*	2019 Fall*
Headcount	11	11	10	-	-
Student Credit Hours	33	33	30	-	-

\*Not offered

BA254 (previously BA315) Personal Finance	2015 Spring	2016 Spring	2017 Spring	2018 Spring	2019 Spring
Headcount	13	29	30	28	12
Student Credit Hours	39	87	90	84	36

### Small Business Management Certificate

The only unique course for this program is BA166 Small Business Management; however, this class is a major requirement option for both emphasis areas within the AAS in Business Administration (Accounting and General Business). It is also a major requirement for the AAS in Construction Technology and the AAS in Fisheries Technology, which are housed within the School of Career Education. Any changes BPA faculty make to BA166 would require corresponding curriculum changes in those degree programs.

Furthermore, BA166 has strong enrollment numbers and is popular among students in various degree programs, including non-degree seekers (see table below). Given the stated curricular impacts within and outside of BPA, the popularity of this course, and the \$0 cost savings if eliminated, faculty do not support eliminating the Small Business Management certificate. BPA faculty will explore ways to better market this program to increase enrollment going forward.

BA166 Small Business Management	2015 Fall	2016 Fall	2017 Fall	2018 Fall	2019 Fall
Headcount	22	31	28	27	21
Student Credit Hours	66	93	84	81	63

Faculty have reviewed this summary and welcome additional ideas or suggestions.