TO: Dr. Eric Pani, Vice President for Academic Affairs
FROM: Dr. Ronald Berry, Dean
RE: Request for Major Name Change for BBA in General Business
DATE: March 24, 2015

With the recommendation of a special ad hoc faculty committee reviewing our business programs and with approval of the faculty in the Schools of Management and Accounting, Financial, and Information Services, I request to change the name of our B.B.A. degree in “General Business” to “Business”. This is a request to change the name of the major only, not the CIP code or degree.

The rationale for this request is twofold. First, the name of the program is misleading in that the major is not “general.” In fact, students are allowed to create a specialized degree by selecting two concentrations to create their own niche business program. Second, students in this major nearly always refer to their major as “Business” as opposed to “General Business.” This change will make the major nomenclature consistent.