

Contact: Rachel Boon

**REQUEST TO TERMINATE THE ONLINE FORMAT FOR BACHELOR OF BUSINESS
ADMINISTRATION AT UNIVERSITY OF IOWA**

Action Requested: Approve the request by University of Iowa to terminate the online format for the Bachelor of Business Administration in Management and the College of Arts and Sciences online format for the Pre-Business preparatory Program of Study.

The Council of Provosts and Board office staff reviewed the proposal and recommend approval.

Background:

Description of program. The Tippie College of Business (TCOB) offers an online Bachelor of Business Administration degree with a major in management and an emphasis in entrepreneurial management (BBA). This degree is currently available both on campus and online. Curriculum in the two programs is identical. Students are admitted to the online BBA program with a minimum of 24 hours of transfer credit and minimum GPA (2.75) in prerequisite courses, UI courses and all courses taken.

The College of Liberal Arts and Sciences (CLAS) offers an online Pre-Business Program of Study. Curriculum is identical to the campus-based Pre-Business Program of Study. This program enables students to complete prerequisite courses and achieve the minimum GPA for admission to the BBA program.

Reason for proposed termination. The Tippie College of Business proposes ending the online format for the BBA in Management and CLAS proposes ending the online format for the Pre-Business preparatory Program of Study. No changes will be made to the on-campus BBA degree or pre-business program of study. The online programs have low enrollment relative to the campus-based programs but require significant administrative and advising resources. At a time when the on-campus program enrollment is at a record high, the college would like to allocate these resources to serve residential students.

This proposed change is consistent with efforts to maximize efficiency of resources and grow TCOB undergraduate enrollment. First, it encourages enrollment in existing online programs that are better suited to online students and that benefit from resources in the Distance and Online Education Office. Second, it allows the advising and teaching resources to focus on the growing population of residential students in the traditional BBA program.

Five-year trend in enrollments and graduations.

	Total Enrollment	Graduations
Fall 2013	5	0
Fall 2014	17	4
Fall 2015	21	1
Fall 2016	23	3
Fall 2017	22	4

Effect on current students. Students currently admitted to the online BBA program would be able to complete the degree program. TCOB would continue to hold seats in online course offerings

for the online BBA students through summer 2020. If a course is not available after that, the College will work with that student to find an acceptable online substitute.

Eligible students would be admitted to the online BBA program for spring 2019 as the final semester of admission. All other students (both prospective and current Pre-Business students) would be advised into either the CLAS Bachelor of Arts in Enterprise Leadership program or the Bachelor of Liberal Studies in Organizational Leadership offered by University College.

Impact on resources. There are no costs associated with this change. There will be no change to staffing or resources, but the colleges will allocate the resources to serve residential students.

Impact on workforce. Because this delivery format is only one of the TCOB undergraduate formats, and there remain a number of other online degree options available to citizens of the state of Iowa, this closure should have no impact on the workforce. The closure is not occurring because of workforce needs in the state, but because of the college's desire to be strategically focused in resource use.

Alternative programs. The university has multiple other programs with similar content that are better suited to meet the needs of online learners. CLAS, in collaboration with the John Pappajohn Entrepreneurial Center, offers a fully online Bachelor of Arts in Enterprise Leadership. University College offers a fully online Bachelor of Liberal Studies with an emphasis in Organizational Leadership. Both degree programs include significant business coursework, and they benefit from resources and support from the Distance and Online Education Office. These degree programs are often a better fit for students seeking to complete an online degree from the University of Iowa, as there are fewer barriers to entry (specifically, the minimum admission GPA and minimum grades in four pre-requisite courses required for the online BBA) and more flexibility in curriculum.

The university can effectively serve students with its portfolio of online degree programs and the phase-out of the online BBA would not reduce overall access to an online degree from the University of Iowa.

Effective date of termination. June 2019.