

# Program Review Report

**Program:** Bachelor of Business Administration

**College:** College of Business

**Review Date:** April 26, 2019

## Summary:

A program review for the Business Administration Bachelor program was presented to the Program Review Committee by Dr. Lori Baca, Dean of the College of Business. The program offers three concentrations: accounting, management, and project management.

The calculated three-year average of declared student enrollment in the program is 131 (headcounts) per year and the three-year graduation average is 20 students per year.

The fiscal analysis of the program shows average revenue of \$655,000 (based on tuition/fees and state funding formula) and the 3-year average budget associated to the program was \$628,425 (based on salaries for faculty/staff, equipment, contracts, and supplies). Therefore, the 3-year average annual net income for the program is \$41,508

Program review revealed competition with the other six universities in the State of New Mexico. However, the Program Management concentration is unique there is no regional competition. Recently, the program has offered much of their content in an online and hybrid mode.

The program review did not review student learning outcome assessments and/or programmatic assessments in the last five years. However, the recent accreditation of the program by the Accreditation Council of Business Schools and Programs (ACBSP) served as a guarantee that these activities are happening.

Conversations with the program leadership indicated that the program would require investments in distance education/online capacity at the institution level to be able to expand their enrollment.

Finally, there is enough evidence that the demand signal for this program is high in New Mexico and nationwide.

## Recommendations:

The Dean's Council recommend the following:

1. **Increase program enrollment and retention.** Current unduplicated enrollment is 123 students per semester
  - a. Increase total student enrollment within 3 years (200 unduplicated students per semester).
  
2. **Secure additional distance education resources**

- a. Provide an Instructional Designer to assist faculty with the development and assessment of online courses.
    - i.
  - b. Add IT support in the form of 24/7 distance education tech support. This would greatly enhance student success in a hybrid-online program. The college could contract with an outside company to provide the service.
  - c. Enhance the distance education capacity of Blackboard Learn by purchasing either Blackboard Collaborate Ultra or Zoom for synchronous communication in online classes.
- 3. Secure additional faculty development resources to assist the program to develop online curriculum.**
- a. Fund a professional development course to assist faculty members in the College of Business Administration to develop online curriculum and best practices for teaching online.
  - b. Provide funding for all COBA faculty to obtain Quality Matters (QM), or similar, certification. This will raise the quality of our online offerings to national QM or similar levels.
  - c. Submit COBA courses to internal committee for review and approval to offer courses online.
- 4. Accreditation Council for Business Schools and Programs (ACBSP)**
- a. Provide funding for at least two members (Champion and Co-Champion of ACBSP) of the College to attend the yearly ACBSP conference.
  - b. Provide funding for at least two members to attend the ACBSP Regional 6 ACBSP yearly conference.
- 5. Salary increases for faculty members to become compatible with others in the field.**
- It has been very difficult to attract faculty members who have higher education teaching experience. The College of Business Administration only has funds to hire assistant professors with an average salary of \$55,000.

The NNMC Management Team for Union Negotiations conducted a salary study during the 2018-2019 academic year. Salary data from sister colleges was used to develop a matrix. The results show the following average salary ranges for full-time Business faculty in the colleges similar to NNMC:

Assistant Professor  
College of Business Administration  
0 to 5 years = \$66,300  
> 5 years = \$69,682

The data show that we are well below the salary range and therefore, it is difficult to attract faculty members to the College of Business Administration at Northern New Mexico College. An increase to bring the salaries to the range of our sister colleges is highly recommended to allow this COBA to offer competitive salaries. Without salary increases, the College will continue to struggle to attract faculty with higher education teaching experience. This limits our ability to

expand high quality instruction and to provide our students with educational experiences that enhance their prospects for both graduate school and gainful employment.

*Ivan Lopez Hurtado*

---

Provost & VP Academic Affairs