

AACR 9

Office of the President
June 19, 2012

Members, Board of Trustees:

RESTRUCTURING OF AN EDUCATIONAL UNIT: GATTON COLLEGE OF BUSINESS AND ECONOMICS

Recommendation: that the Board of Trustees approve the restructuring of the School of Management in the Gatton College of Business and Economics. The restructuring would eliminate the School of Management and create three departments to house all current faculty and academic programs: the Department of Finance and Quantitative Methods; the Department of Marketing and Supply Chain; and the Department of Management. Concurrent with the restructuring, the following degrees would be moved to the respective new department: Bachelor in Business Administration with a major in Finance (CIP Code: 52.0801, PROG: BBA FINA) to the Department of Finance and Quantitative Methods; Bachelor in Business Administration with a major in Analytics (CIP Code: 52.1301, PROG: BBA ANLY) to the Department of Finance and Quantitative Methods; Bachelor in Business Administration with a major in Management (CIP Code: 52.0101, PROG: BBA MANA) to the Department of Management; and Bachelor in Business Administration with a major in Marketing (CIP Code: 52.1401, PROG: BBA MARK) to the Department of Marketing and Supply Chain, effective July 1, 2012.

Background: Following extensive assessment of the College's configuration of faculty, courses, and programs and how best to strengthen its competitive position nationally, the College faculty and leadership determined that the proposed restructuring was needed to move toward a leadership position in business education. This proposal received broad support among Gatton College faculty (School of Management faculty: 68 percent in favor; Gatton College faculty: 88 percent in favor).

The new structure optimizes College resources and provides a governance model that is more appropriate for the function of the various sub-disciplines, thereby enhancing the teaching and research missions. The proposed restructuring encourages greater flexibility, accountability, and responsibility in managing the teaching and research programs in the various sub-disciplines. The restructuring also increases the national identity of the disciplinary programs given that peer and competing institutions are similarly organized.

The proposed restructuring has been reviewed, but not endorsed, by the Senate Committee on Academic Organization and Structure. The Senate Council reviewed and recommended the

proposal for endorsement to the University Senate. The University Senate voted to not endorse the restructuring. The proposed transfer of degrees has the approval of the Undergraduate Council and Senate Council. The University Senate voted to not endorse the transfer of degrees.

Per University regulations, University Senate endorsement of such administrative restructurings is not required for implementation. The Dean of the Gatton College of Business and Economics and the Interim Provost support this recommendation.

Action taken: Approved Disapproved Other _____