

**New Program Proposal**  
**Bachelor of Science in Business Administration in Economics**  
**Coastal Carolina University**

**Summary**

Coastal Carolina University requests approval to offer a program leading to the Bachelor of Science in Business Administration degree (B.S.B.A.) in Economics, to be implemented in Spring 2005.

The proposal was approved by the Coastal Carolina University Board of Trustees on January 9, 2004 and submitted for Commission review on May 12, 2004. The proposal was reviewed without substantive comment and voted upon favorably by the Advisory Committee on Academic Programs at its meeting on July 15, 2004.

According to the proposal, the purpose of the program is to provide “students with a solid foundation in economic analysis applied to the changing business environment with emphasis on the local and regional business communities.” The program will be offered through the E. Craig Wall College of Business Administration, with close ties to the Center for Economic and Community Development in that college. The curriculum and senior year research project are designed to open a broad range of career opportunities, including economics, law, management, and public administration. The program is consistent with Coastal’s efforts to provide a wide range of majors which reflect the nature and growth of the region. It is also consistent with the growth of interest in economics as a major, as evidenced by a report cited in the proposal that states that the number of majors in economics has increased for the past five years. An internal study of student interest in economics as a major indicates that approximately ten (10) students will “express interest” in the major in the first year, with steady growth. The institution translates this interest into a projected enrollment of ten students in the major in the first year, with 10% annual growth.

The curriculum consists of 120 credit hours. Of these, 44 hours are in core courses 13 are electives, 45 are in foundation courses, and 18 are major requirements. The institution anticipates adding seven new economics courses in order to provide a range of options for students majoring in this field. The proposal is clear in stating that all public four-year institutions in the state, with the exception of USC-Beaufort, offer an economics major. The proposed major offers a unique service-learning component and its affiliation with the Center for Economic and Community Development. The institution states, and staff concurs, that these elements are an advantage for the Center, the

community, and the students. Students admitted to this program will have to meet the admissions criteria common to all students in the College of Business Administration.

The proposal indicates that no new full-time faculty will be hired for this program. The university anticipates that program growth and the focus on service leaning will require the use of three (headcount) adjunct faculty. The current full-time economics faculty, one Professor, one Associate Professor, and two Assistant Professors, is adequate for the foreseeable future. All hold Ph.D.s in economics. New faculty may need to be added in the future if there is unexpected growth in the program. No new administrative or staff positions will be created in the first five years.

Enrollment in the proposed program is estimated to begin at 10 headcount (10 FTE) in FY 2004-2005 and increase to 27 headcount (27 FTE) in FY 2008-09. Estimates are based on a survey of sophomores enrolled in Macroeconomics (ECON201) in Fall 2002 and Spring 2003 semesters and all students enrolled in American National Government (POLI 201). Approximately 10% of the 471 students surveyed expressed a high interest in economics as a major. If enrollment projections are met, the program will meet the current CHE program productivity standards for enrollment.

The Wall College of Education is fully accredited by the Association to Advance Collegiate Schools of Business AACSB International. The proposed major will be subject to this accreditation, with reaccreditation expected in 2007-08.

The proposed program will require no new class or office space over the next five years.

Coastal Carolina University indicates that its library holdings in economics lag behind those of its in-state peers (Francis Marion University and the College of Charleston). The Kimbel Library currently holds 250,000 items in all formats, including electronic full-text periodicals and fifty on-line reference sources. Holdings in economics number 1838, far fewer than its peers in both absolute holdings and holdings per student enrolled in economics courses. The university intends to work with economics faculty to evaluate current periodical holdings. Electronic web-based resources, such as journals and government documents will help to fill the need. In addition, the proposal budgets \$5,000 per year over the next five years to increase holdings in economics. According to the proposal, the Kimbel Library budget currently has no provisions to support a major in economics. The \$5,000 budgeted per year compensates in part for this lack.

New costs for the program are estimated to begin at \$16,500 in year one and include faculty salaries/fringe (\$11,250), library resources (\$5,000), and supplies and materials (\$250). Estimated new costs remain at \$16,500 for each of the first five years of the program, for a total new cost of \$82,500.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with implementation of the proposed program for its first three years. Also shown are the estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	\$91,790		<b>\$91,790</b>	\$0	\$87,996	<b>\$87,996</b>
Year 2	\$192,759		<b>\$192,759</b>	15,665	\$185,022	<b>\$200,687</b>
Year 3	\$211,117		<b>\$211,117</b>	32,861	\$202,314	<b>\$235,175</b>
Year 4	\$229,475		<b>\$229,475</b>	36,042	\$220,893	<b>\$256,935</b>
Year 5	\$247,833		<b>\$247,833</b>	39,316	\$237,666	<b>\$276,982</b>

These data demonstrate that if Coastal Carolina University can meet the projected student enrollments as they are shown in the proposal, the program will be able to cover new costs with revenues it generates by the second year of its implementation.

In summary, Coastal Carolina University proposes to offer a program leading to the Bachelor of Science degree in Business Administration in Economics that will prepare its graduates for employment in several professional career areas or for graduate school. The program, to be implemented in Spring 2005, will be a part of the Wall College of Business Administration.

### **Recommendation**

The Committee on Academic Affairs and Licensing recommends that the Commission approve Coastal Carolina's proposed program leading to the Bachelor of Science in Business Administration in Economics for implementation in Spring 2005, provided that no "unique cost" or other special State funding be required or requested.