

Comprehensive Program Review Report

Academic Program Name: BSBA

School: SOBUS

Department: SOBUS

CPR Review Schedule AY24-25

Provosts Response:

The Bachelor of Science in Business Administration (BSBA) continues to serve as one of Middle Georgia State University's flagship academic programs. I concur with the Dean's assessment that the program demonstrates sustained excellence across all evaluative dimensions, including academic quality, institutional alignment, and long-term viability. The program is supported by stable enrollment trends, high graduation rates, and a professionally relevant curriculum that prepares students with the analytical, strategic, and leadership competencies required for success in competitive business environments. Faculty are deeply engaged in instructional innovation, student mentorship, and regionally focused service, all of which contribute to the institution's mission of fostering career readiness, leadership, and economic development.

Looking ahead, strategic growth across all BSBA concentration areas must be a central focus. This includes strengthening the distinct identity and value proposition of each pathway—General Business, Entrepreneurship, Management, Marketing, Supply Chain and Logistics Management, Accounting, and Financial Economics. To advance this work, the program should prioritize earlier engagement with prospective students through improved academic advising, enhanced outreach to pre-business majors, and targeted marketing efforts that clearly communicate career outcomes. Partnerships with high schools, dual enrollment programs, and transfer pipelines will be instrumental in cultivating interest and increasing visibility. Concentration-level branding, employer-aligned curricular updates, and integration of experiential learning—such as internships and applied projects—will elevate the program's impact and differentiation in the region. These efforts are essential to ensuring the BSBA remains competitive and responsive to evolving workforce needs across Middle Georgia and beyond.

Finally, I want to applaud the School of Business for its disciplined and forward-looking work in advancing toward AACSB accreditation. The progress made to date is a clear indicator of institutional readiness, academic maturity, and the high standards to which this program holds itself. Leadership should take great pride in these efforts, as they position the BSBA program—and the university more broadly—for elevated academic reputation, regional influence, and student opportunity. I fully support continued investment in faculty development, accreditation infrastructure, and academic excellence as part of this strategic journey.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

☐ Program MEETS Institution's Criteria

☒ **Program is critical to the institutional mission and will be retained.**

☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

☐ Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in

☐ Program DOES NOT MEET Institution's Criteria

☐ Program will be placed on a 1 year monitoring status.

☐ Program will undergo substantive curricular revisions.

☐ Program will be deactivated.

☐ Program will be voluntarily terminated.

☐ Other (identify/add text):

Provost or VPAA Signature:

Date:



9/18/25



Comprehensive Program Review AY 2024 – 2025

Institution: Middle Georgia State University
Academic Program: Bachelor of Science in Business Administration
College or School: School of Business
Department: N/A
CIP Code: 52.0201
Date of Last Internal Review: AY 2022
Faculty Completing Report: Marc Miller
Current Date: April 1, 2025

5 Year Enrollment by Campus and Graduation Trends

Enrollment (headcount)

Campus	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	5 YR Growth	Fall 2020 compared to Fall 2024 only
Macon	251	274	246	242	205	1218	-46
Cochran	120	122	109	91	92	534	-28
Warner Robins	85	32	30	38	29	214	-56
Dublin	11	10	9	9	11	50	0
Eastman	0	0	0	0	1	1	0
Online	530	534	484	519	495	2562	-35
Off Campus	1	1	9	22	36	69	35
Total	998	973	887	921	869	4648	-129

Graduates

AY 2020	AY 2021	AY 2022	AY 2023	AY 2024	5 YR Growth	AY2020 compared to AY2024 only
132	152	155	135	154	728	22

Comprehensive Program Review: Bachelor of Science in Business Administration Narrative

Program Purpose and Mission

The Bachelor of Science in Business Administration (BSBA) at Middle Georgia State University equips students with the knowledge, skills, and ethical grounding needed to succeed as business professionals in a global economy. The program emphasizes critical thinking, effective communication, technological fluency, and a comprehensive understanding of core business functions—including management, marketing, finance, and accounting. The BSBA is designed to prepare graduates for careers in both the private and public sectors, as well as for graduate study in business and related disciplines.

The mission of the BSBA degree is to:

"Prepare students for professional careers and graduate studies through a high-quality, student-focused business education that emphasizes critical thinking, ethical decision-making, and applied learning."

This degree-level mission supports and aligns with the School of Business mission, which is to:

"Deliver high-quality, accessible undergraduate and graduate business programs that prepare students to thrive in a dynamic, global economy. We are committed to student success, regional economic development, and the advancement of knowledge through teaching, scholarship, and community engagement."

Together, these mission statements reflect a unified purpose: to develop competent, ethical, and innovative business leaders who can contribute meaningfully to their communities and to the broader economy.

The BSBA program is fully aligned with the mission of the Department of Business, the School of Business, and MGA as a whole. The program supports the School's commitment to high-quality, accessible, and career-focused education, and it reflects the University's emphasis on applied learning, regional economic development, and lifelong success for its students. Through its focus on professional preparation and community engagement, the BSBA program advances the University's mission to serve the educational and economic needs of the region.

In addition, the BSBA program directly supports the University System of Georgia's strategic plan, which prioritizes the development of career-ready and work-ready graduates. Through its emphasis on experiential learning, professional skill development, and employer engagement, the BSBA equips students with both the academic foundation and the practical competencies needed to thrive in Georgia's evolving workforce.

Program Age, Tracks, and Concentrations

The BSBA program has been a cornerstone of the School of Business for over two decades. It currently offers several tracks: Accounting, Financial Economics, General Business, Management, Marketing, and Supply Chain Management. These pathways provide flexibility for students pursuing diverse business careers and allow for targeted development in specific fields of interest. The program has evolved over time to reflect changes in the business landscape, with regular updates to curriculum and pedagogy.

Method(s) of Delivery

The BSBA is offered in both face-to-face and fully-online formats, ensuring broad accessibility for traditional students, adult learners, and working professionals. Courses are delivered across MGA's four of the five campuses plus a completely online version. The full degree is offered in a variety of formats at a variety of locations as detailed below:

Location	Offering	Format
Cochran	General Business Track	Online and Face to Face
Dublin	Lower level courses	Face to face
Macon	Accounting, Financial Economics	Face to face only
Macon	General Business, Management, Marketing, and Supply Chain Management	Online and Face to Face
Warner Robins	General Business Track	Online and Face to Face

Changes Since Last Review

Since the last comprehensive program review, the BSBA has undergone several key developments:

- Launch of the fully-online BSBA program in Supply Chain Management which has helped to expand reach.
- Integration of new course learning outcomes related to AI, problem solving/critical thinking, and ethical decision-making.
- Increased focus on experiential learning, including internships, business simulations, and capstone projects.
- Alignment of curriculum with AACSB standards, including updated assurance of learning processes.

Benchmarks of Progress

Progress benchmarks for the BSBA program include:

- Positive results from ETS Major Field Test data, showing above-average performance in key business domains.
- High levels of student satisfaction and engagement, based on survey data and course evaluations.
- Employer feedback confirming preparedness and professionalism of BSBA graduates.

Plans for Action

The program has several strategic priorities for the next review cycle:

- Expand concentrations in high-demand fields such as supply chain management and marketing analytics
- Increase opportunities for internships, undergraduate research, and faculty-student collaboration.
- Strengthen partnerships with local employers to improve career placement pipelines.

- Continue to enhance the online learning experience through investments in instructional design and faculty development.
- Deepen integration of societal impact themes, including financial literacy, entrepreneurship, and character development.

One of the most significant strategic priorities for the Bachelor of Science in Business Administration (BSBA) program is its central role in the School of Business's pursuit of AACSB Accreditation. Achieving this distinction represents a commitment to continuous improvement, academic excellence, and alignment with the highest international standards in business education. As the School moves through the AACSB Initial Accreditation process, the BSBA program is actively evolving in several key areas to meet and exceed accreditation expectations.

The School has already made considerable progress, including the implementation of a robust Assurance of Learning (AoL) framework that measures student outcomes tied to critical thinking, ethical reasoning, and strategic decision-making. This framework ensures that program-level learning goals are clearly defined, assessed, and used to drive meaningful curriculum improvements.

As part of the AACSB journey, the program is also:

- Enhancing faculty qualifications and engagement in scholarly activities.
- Refining curriculum to ensure greater integration of societal impact, global awareness, and responsible leadership.
- Expanding student experiential learning opportunities, including internships, case competitions, and research.
- Strengthening stakeholder engagement through advisory boards, employer feedback loops, and community partnerships.
- Improving the documentation and communication of how the program advances the School's mission and strategic objectives.

The pursuit of AACSB accreditation not only validates the quality and rigor of the BSBA program, but also serves as a catalyst for long-term innovation, student success, and regional impact. The faculty and leadership are committed to sustaining the momentum and culture of excellence required to achieve this milestone and to maintain it as a foundation for future growth.

Shifting Trends and Market Forces That May Impact Program Demand

The BSBA program operates in a dynamic environment where emerging trends and market forces continually reshape the expectations of students, employers, and higher education stakeholders. Understanding and adapting to these shifts is essential for the program's continued relevance and growth.

One of the most significant trends affecting business education is the rapid integration of Artificial Intelligence (AI), analytics, and automation across industries. Employers increasingly seek graduates who are not only familiar with traditional business concepts but are also proficient in data analysis, AI-enhanced decision-making tools, and emerging technologies that drive efficiency and innovation. In response, the BSBA program is incorporating these competencies into the curriculum through updated course content, technology-enabled instruction, and co-curricular opportunities.

Simultaneously, student expectations have evolved, with a growing demand for flexibility, accessibility, and real-world relevance. The rise in nontraditional learners—including working adults, transfer students, and first-generation college students—has accelerated the need for online and hybrid course delivery. The fully-online BSBA option addresses this shift by offering students a high-quality, asynchronous learning experience that fits their personal and professional schedules.

On the employer side, there is an increasing emphasis on career readiness. Companies are looking for graduates who not only understand core business functions but also demonstrate critical soft skills such as communication, teamwork, ethical judgment, and adaptability. The BSBA program is responding by expanding internship pathways, fostering experiential learning through simulations and applied projects, and embedding professional development throughout the student journey.

Regionally, Middle Georgia continues to experience growth in sectors such as logistics, defense, aerospace, and healthcare, driving demand for business professionals with sector-specific expertise. The BSBA program is well-positioned to serve these workforce needs, especially through its potential to develop new concentrations in high-growth areas like supply chain management, marketing analytics, and healthcare administration.

Lastly, the broader business and academic landscape is placing greater importance on social responsibility, inclusion, and ethical leadership. The BSBA program has begun to integrate these values into coursework and co-curricular experiences, preparing graduates to make principled decisions in a complex global economy.

Skills Demand Analysis

The **skills demand analysis** shows that our degree learning outcomes are aligned with the needs of the employment outlook as identified by the BLS.

By remaining responsive to these shifting trends and proactively evolving the curriculum and student experience, the BSBA program is committed to maintaining its role as a vital contributor to student success and regional economic development.

Skills Demand Analysis



Labor Market, Career Placement Outlook, and Salary

Graduates of the Bachelor of Science in Business Administration (BSBA) program are well-prepared to enter a diverse array of occupations within the business and financial sectors. These fields are experiencing steady growth, offering promising career opportunities and competitive salaries.

Employment Outlook

According to the U.S. Bureau of Labor Statistics (BLS), overall employment in business and financial occupations is projected to grow faster than the average for all occupations from 2023 to 2033. Specifically, about 963,500 openings are projected each year, on average, in these occupations due to employment growth and the need to replace workers who leave the occupations permanently.

Similar or Related Degrees/Programs	CIP Code	Supply* (Graduates/Completers)	Competitor Institutions**
Business Administration and Management General	52.0201	342	Mercer University, Georgia College & State University, Fort Valley State University
Accounting	52.0301	128	Mercer University, Georgia College & State University, Fort Valley State University
Finance	52.0801	96	Mercer University, Georgia College & State University
Marketing	52.1401	114	Mercer University, Georgia College & State University, Fort Valley State University
Management Science	52.1301	43	Mercer University, Georgia College & State University
Supply Chain Management	52.0203	67	Mercer University, Georgia College & State University
Operations Management	52.0205	35	Mercer University, Georgia College & State University

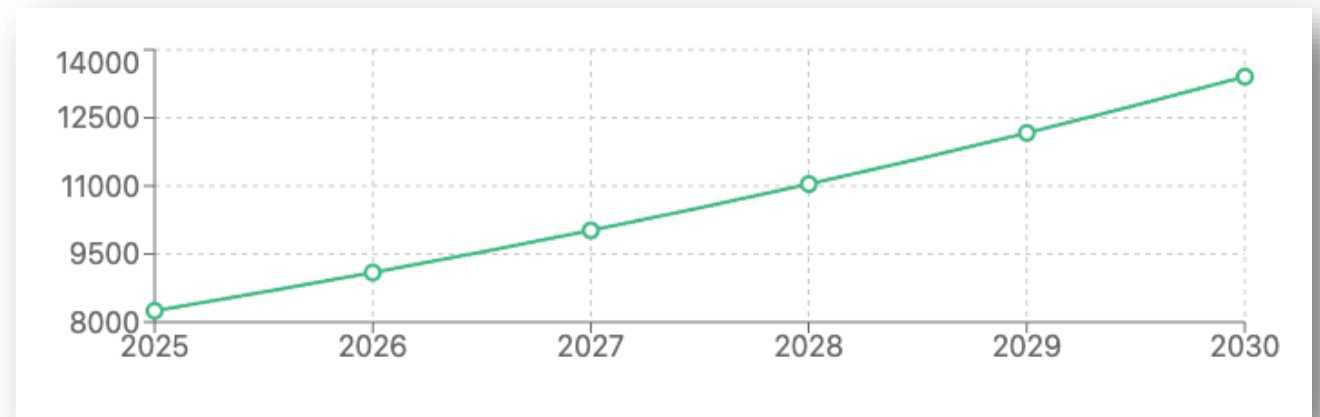
Data Sources:

- Graduate numbers estimated from IPEDS data for institutions in the Middle Georgia region
- CIP codes verified through the National Center for Education Statistics
- Competitor institutions identified through the University System of Georgia (USG) and IPEDS

Specifically in the Middle Georgia Region, we identified 57,850 business-related jobs in Middle Georgia with 7,340 annual openings and an average growth rate of 8.8%. Data Analysis (14.8%), Operations (10.2%), and HR (9.5%) show the strongest growth trends, suggesting curriculum focus areas especially in the areas of supply chain management and general management.

In addition, **Accounting and Finance** show current employment of 7200 jobs with annual openings of around 840 positions indicating a growth rate of 6.3% annual growth rates. While Accounting and Finance's 6.3% growth rate is slightly below the overall business field average of 8.8%, it still represents significant job creation with 840 annual openings, indicating sustained, stable demand for qualified Accounting and Finance professionals in the Middle Georgia region.

In another key growth area, **Operations and Logistics** shows current employment of 8250 jobs with annual job openings of 1240 with a median salary of \$67,900. The growth rate is 10.2% annually and represents 14.3% of all business jobs in the Middle Georgia region. Projected growth will increase positions from the current 8,250 to approximately 13,408 by 2030. The annual job openings of 1,240 represent substantial opportunity for graduates.



Operations and Logistics Job Outlook in Middle Georgia Region

Salary Expectations:

Salaries in business-related occupations are generally higher than the median wage for all occupations. As of May 2023, the median annual wage for business and financial operations occupations was \$79,050, while management occupations had a median annual wage of \$116,880.

Occupation	O*Net ¹	Current Employment	% Growth	Average Salary (O-Net data)	Future Earnings Potential (O-Net data)
Management	11-1021.00	9,800	5.7%	\$84,300	\$97,500
Accounting	13-2011.00	7,200	6.3%	\$71,200	\$83,100
Finance	13-2098.00	4,750	8.1%	\$76,400	\$90,800
Marketing	13-1161.00	5,300	7.1%	\$61,200	\$74,500
Supply Chain Management	11-3071.00	3850	10.2%	67,900	\$86,400

For example, management analysts, a common role for business graduates, had a median annual wage of \$99,410 in May 2023. Overall, the demand for business graduates is robust and is expected to remain such well into the next decade.

¹National Center for O*NET Development. *O*NET OnLine*. Retrieved [April 1, 2025] from <https://www.onetonline.org/>

Conclusion

The BSBA program equips students with versatile skills applicable to a broad range of careers in the business and financial sectors. With a favorable employment outlook and competitive salaries, graduates are well-positioned to enter a dynamic job market that values analytical abilities, strategic thinking, and leadership skills.

IEB's Comprehensive Program Review Rubric and Evaluation

Date Reviewed: April 25, 2025

Program Reviewed: Bachelor of Science in Business Administration

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program

No observable demographic or environmental concerns identified.

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	<i>This program has significantly positive enrollment trends and robust credit hour production</i>	<i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i>	<i>This program has negative enrollment trends and weak credit hour production</i>		Satisfactory Area: <i>This program has stable enrollment trends and healthy credit hour production.</i>
Graduation Trends USG benchmark: Bachelor's Degrees: 10 graduates/year Graduate, Associate's or Certificates: 5 graduates/year	<i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i>			Exemplary Area: five-year average of 145.6

IEB's Comprehensive Program Review Rubric and Evaluation

Programs falling under these benchmarks are designated as "low performing"					
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Program Strengths of Note: The BSBA program equips students with versatile skills applicable to a broad range of careers in the business and financial sectors. With a favorable employment outlook and competitive salaries, graduates are well-positioned to enter a dynamic job market that values analytical abilities, strategic thinking, and leadership skills.

Areas of Concern: None

Other Comments: Appears to be a strong and vibrant program.

Comprehensive Program Review Report

Academic Program Name: Bachelor of Science in Business Administration

College or School: School of Business

Department: N/A

Date of Last Internal Review: 2020

Outcome of Previous Program Review (brief narrative statement, if applicable): The last review of the BSBA found that the program was viable and contributed to the University's mission and program portfolio.

Current Date: 5/25/2025

Executive Summary:

The Bachelor of Science in Business Administration (BSBA) program demonstrates strong quality, viability, and productivity consistent with the mission of the institution. Teaching and learning are robust, supported by stable enrollment, a high graduation rate, and a curriculum that equips students with analytical, strategic, and leadership skills critical for success in a competitive business environment. Faculty actively engage in professional development and instructional innovation to enhance student learning outcomes. While the primary emphasis is on teaching, faculty also contribute to scholarly and service activities that support the institution's regional engagement and economic development goals. Overall, the BSBA program is well-aligned with the institution's mission to prepare graduates for leadership and service in their communities and professions.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program. *Include a statement of plans for action based on the overall categorical summation contained in this section.*

☒ Program MEETS Institution's Criteria (also indicate 1 subcategory below)

☐ Program is critical to the institutional mission and will be retained.

☒ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Required statement of plans for action:

We appreciate the thoughtful and thorough review of the Bachelor of Science in Business Administration (BSBA) program. We are pleased with the assessment and encouraged by the recognition of our program's strengths, including its stable enrollment trends, strong graduation rates, and alignment with positive employment outcomes for graduates.

The absence of any areas of concern and the characterization of the program as strong and vibrant affirm its value to the institution and its stakeholders. **Based on this evaluation, we will continue the BSBA program and remain committed to ensuring its continued relevance, rigor, and impact.**

Academic Dean Signature: 

Date: 5/27/2025