



## **CBU Bachelor of Business Administration Quality Assurance Review**

### **Executive Summary**

On December 11, 2020, a letter from the Vice-President Academic and Provost (VPA), Dr. Richard MacKinnon, was sent to the Dean of the School of the Shannon School of Business, George Karaphillis, launching a review of the Bachelor of Business Administration program. In response to this, Dean Karaphillis identified a Review Committee (RC) chair, who subsequently submitted the composition of the RC to the Office of the VPA, followed by the submission of a proposed timeline.

The RC began meeting in early 2021 with an initial focus on reviewing and updating information from the previous Shannon School of Business review. With the pivot back to online learning in the spring of 2021, work was briefly paused as the focus of faculty shifted towards course preparation. The RC continued to meet virtually and completed their stakeholder feedback in March of 2022.

Dean Karaphillis retired in June 2022 and the new SSOB Dean, Dr. John Nadeau, was brought up to speed by the RC in the fall of 2022. The first full draft of the self-study report was submitted to the Quality Assurance Committee (QAC) in February 2023. The QAC discussed the self-study draft at their March 2023 meeting and provided feedback to the RC. The RC made edits to the document and resubmitted their final draft which was reviewed and accepted by the QAC for distribution to the external review committee.

Review team members were identified in March 2023 and the in-person site visit was scheduled for May 4-5, 2023. The two external reviewers – **Dr. Michael Henry**, *Dean of the School of Business & Economics* at Thompson Rivers University, and **Dr. Majid Taghavi**, *professor of Management Science with the Sobey School of Business* at Saint Mary's University - were assisted by senior CBU faculty member **Dr. Andrew Molloy** from the School of Arts and Social Sciences. The visit, outlined in the site visit agenda found in this document at the end of the External Reviewers' Report, involved meetings with a broad cross-section of faculty, staff, and students along with a tour of the CBU campus focusing on the Shannon School of Business facilities.

In their report, submitted to the VPA on July 17, 2023 the external reviewers were impressed with the BBA program and the commitment of the faculty, staff, and the Shannon School of Business leadership. They identified four (4) areas for improvement and investment including: distinctiveness and overall focus of the degree, student satisfaction, program structure, and enrolment.

After receiving the RC response, VPA, Dr. Richard MacKinnon, presented an overview of the external recommendations to the CBU Executive at the September 20, 2023 meeting. The final report was submitted to Senate in September 2023 for approval at the October 20, 2023 meeting. The VPA's response also includes an action plan in which the first scheduled follow up with members of the BBA Quality Assurance Implementation Committee will take place in April 2024.