



CBU Post Baccalaureate Diploma in Business Management Quality Assurance Review

Executive Summary

On April 1, 2022, 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 Post Baccalaureate Diploma in Business Management. 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.

Dean Karaphillis retired in June 2022 and the new SSOB Dean, Dr. John Nadeau, was brought up to speed when the RC began meeting in the fall of 2022. The initial focus of the RC was on reviewing the original program proposal submission that was approved by the Maritime Provinces Higher Education Commission (MPHEC) before collecting feedback from the various stakeholders connected to the program.

The first full draft of the self-study report was submitted to the Quality Assurance Committee (QAC) in June 2023. The QAC discussed the self-study draft and provided feedback to the RC. The RC made edits to the document and resubmitted their final draft in September 2023 which was reviewed and accepted by the QAC for distribution to the external review committee.

Review team members were identified in July 2023 and the in-person site visit was scheduled for October 12-13, 2023. The two external reviewers – **Dr. Andrew Fergus**, *Department Chair, Human Enterprise & Innovation Chair, and Associate Professor at Thompson Rivers University* and **Dr. Trevor Brown**, *Interim Dean and Professor, Faculty of Business Administration at Memorial University* - were assisted by senior CBU faculty member **Melissa McDonald** from the School of Education and Health. 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 all CBU campus locations focusing on the Shannon School of Business facilities.

In their report, submitted to the VPA on December 7, 2023 the external reviewers were pleased with the program, the supports offered, and the commitment of the faculty and staff both within the Shannon School of Business and across the institution. Their report highlights the program's strengths most notably in the areas of program desirability, student support, enrolment management planning, and management of unexpected student enrollment. In addition to their support of the self-study recommendations, the external reviewers offered offer three (3) areas for improvement to strengthen the program and deepen the learning opportunities for students.

After receiving the RC response, VPA, Dr. Rod Nicholls, presented an overview of the external recommendations to the CBU Executive at the May 1, 2024 meeting. The final report was submitted to Senate in May 2024 for approval at the June 7, 2024 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 December 2024.