



University of Toronto

OFFICE OF THE VICE-PRESIDENT AND PROVOST

APPENDIX "C" TO REPORT NUMBER 154
OF THE ACADEMIC BOARD – January 31,
2008

TO: Committee on Academic Policy and Programs

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DATE: January 10, 2008

AGENDA ITEM: **4**

ITEM IDENTIFICATION: University of Toronto at Mississauga: Change degree designation of the Management Specialist Program from an Honours Bachelor of Arts to a Bachelor of Business Administration (BBA)

JURISDICTIONAL INFORMATION:

The Committee has authority to recommend to Academic Board for approval changes which establish a new degree program.

PREVIOUS ACTION TAKEN:

HIGHLIGHTS:

The University of Toronto at Mississauga Department of Management currently offers an Honours Bachelor of Arts (HBA) and a Bachelor of Commerce (BCom) degrees. The HBA is management-oriented while the BCom has an emphasis on finance and accounting. UTM proposes to change degree earned for students registered in the Management Specialist program from an Honours Bachelor of Arts to a Bachelor of Business Administration (BBA). The entrance requirements, curriculum, and standards are proposed to remain the same as they are for the current HBA (Appendix 1).

As described in the proposal, UTM considers the BBA a more appropriate degree for a Specialist program in Management. The BBA is recognized throughout North America as one of two vehicles for undergraduate management studies, the other being the Bachelor of Commerce. The BBA is a widely used name for business and management degrees and 6 of 11 undergraduate business degrees offered in south central Ontario are BBA degrees. The BBA designation provides more immediate recognition among potential students and employers and will allow UTM to take advantage more fully of the current growth of interest in business programs. UTM students have requested for a name change based on their perceptions of the labour market advantages.

The recent external review of the Department confirmed the appropriateness of the designation for the current HBA program offerings. As can be seen in the comparison of programs in the appendix, the UTM HBA currently meets or exceeds all of the comparator schools in terms of requirements.

The University of Toronto at Scarborough currently offers solely a BBA degree through its Department of Management as the comprehensive Commerce and Management degree, while the corresponding programs in Faculty of Arts and Science and the Rotman School of Management lead to a BCom. There are some differences between the UTSC BBA and the UTM BBA in terms of program emphasis and admission requirements. The UTSC program offers a unique Co-op placement for the BBA that UTM does not. In terms of admission to the program, students can enter the UTSC program in either first or second year. The UTM program allows students to be admitted to the program when they have 4.0 full credits. However, high school students with sufficiently high grades receive "an offer of guaranteed admission" to Commerce or Management, meaning that if they maintain a GPA of 2.5 and get the required grades in the required first year courses, they are guaranteed a place in their program. In effect what UTM does, is to admit students to their programs in their first year, but set a performance bar which they must reach in order to stay in the program into their second year.

The 2008 graduating class is the first cohort to emerge from this program since the Department of Management was formed in 2003-04. Given UTM students have petitioned for the designation change, UTM proposes that students currently enrolled in the program would be offered the option of graduating with either the BBA or HBA. As the program will remain unchanged, the students will have met the criteria for the BBA. Students enrolling in the program as of 2008-2009 would be offered the opportunity to receive the only the BBA.

The attached proposal outlines the consultations that have occurred across all three campuses. The proposed change in degree designation was approved by the Tricampus Undergraduate Curriculum Committee on November 28, 2007 and by the Erindale College Council approved the proposal on December 11, 2007.

FINANCIAL AND/OR PLANNING IMPLICATIONS:

There are no new/additional financial resources required to change the degree designation from an Honours Bachelor of Arts to a Bachelor of Business Administration.

RECOMMENDATION:

The Committee on Academic Policy and Programs recommends to the Academic Board:

- (a) THAT the proposed change of degree designation for the Management Specialist Program at the University of Toronto at Mississauga from an Honours Bachelor of Arts to a Bachelor of Business Administration (BBA) be approved;

and

- (b) THAT the proposed change of degree designation be effective (i) for all students entering the program in September 2008 and thereafter, and (ii) at the option of students currently enrolled in the program, who may choose to graduate with either degree.