

PROPOSAL: Create the Integrated Business Administration Major

Background

The Undergraduate Studies Council of the Faculty Senate has approved the creation of the Integrated Business Administration major offered by the Department of Marketing in the Haworth College of Business.

The undergraduate curriculum in the Haworth College of Business is predominantly offered in person during the day, making it difficult for working adults or those living away from Kalamazoo to enroll, persist and graduate. This online degree allows students from across the state and region to benefit from the Haworth curricula, maximizing credits already attained toward an AACSB-accredited business degree.

Recommended Action

Create the Integrated Business Administration major.