Situation: North Carolina State University requests authorization to establish a Bachelor of Arts in Biological Sciences degree program (CIP 26.0101).

UNC Charlotte requests authorization to establish a Doctor of Business Administration degree program (CIP 52.0201).

Background: Per UNC 400.1, UNC General Administration, in consultation with the campuses, brings recommendations to the UNC Board of Governors for new degree programs that meet identified academic program needs.

Assessment: Establishment of these programs is recommended.

Action: This item requires a vote.
Request for Authorization to Establish a Bachelor of Arts in Biological Sciences (B.A., CIP 26.0101) at North Carolina State University

I. Program Highlights

- Designed to serve students who desire a strong foundation in biological sciences in combination with studies in a second degree program (mathematical and physical sciences, education, management, engineering, social sciences, etc.)
- 121 credit hours including foundation requirements, general education, and 25 additional credit hours in biology
- Students must identify a second disciplinary focus in addition to biology
- Requires 4 credit hours in experiential learning and a capstone project
- 145 full-time students estimated at steady state
- No new faculty, facility, or library resources required for launch

II. BOG Academic Program Planning Criteria (UNC Policy 400.1)

1. Existing Programs (Number, Location, Mode of Delivery). Fifteen UNC institutions offer the BS in Biology/Biological Sciences (all but UNC School of the Arts), and five UNC institutions also offer the BA in Biology/Biological Sciences (ASU, UNC-CH, UNCC, UNCG, and UNCW). All offerings are face-to-face with exception of FSU, approved to offer its degree program on site at Ft. Bragg. Duke University and Wake Forest University each offer both the BA and BS degree in biological sciences.

2. Relation to Campus Distinctiveness and Mission. NC State’s mission statement highlights historic strengths in science and technology and notes that the campus “promotes an integrated approach to problem solving.” The proposed degree program provides an alternative path to degree completion in the life sciences that enables students to complete a degree in biology with an additional, complementary focal area and without extending their time to degree completion. The proposed program also aligns with the goals of the NC State strategic plan to enhance interdisciplinary scholarship and student success.

3. Demand (Local, regional, state). The BA in Biological Sciences is designed to provide an important alternative path to degree for a pool of existing students already served by NC State. Around 900 upperclass students are enrolled in NC State’s existing BS in Biological Sciences. At the time the proposal was written, nearly 400 NC State students, through various major/minor combinations, evidenced their interest in combining life/biological science studies with students in a second discipline outside the life sciences. NC State surveyed students in the Life Sciences First Year Program regarding interest; 64% of the 66 respondents indicated interest in the BA in Biological Sciences. NC State surveyed students who have combined a major outside the life sciences with a minor in Biological Sciences; 79% of the 42 respondents indicated they would have been interested in the BA as a second major. The proposed program will complement and can serve as a second major for students in other existing degree programs, such as in education, mathematics, physics, anthropology, psychology, or engineering. NC State also
surveyed first-year education majors; 32% of the 49 respondents indicated interest in the program as a second major.

4. **Potential for Unnecessary Duplication.** The proposed program is intended to serve an existing audience at NC State.

5. **Employment Opportunities for Graduates.** The proposed program provides an opportunity for students to develop a depth of understanding in biology and in a second discipline of their choice. As such, this degree program will not serve any single industry or occupation; rather, potential careers of these graduates fall into a number of different labor market categories. Current NC State students indicate a growing interest in health related career options, an area with clear growth in employment opportunities. The BA program would be an especially attractive and flexible option for students interested in allied health professions (physician assistants, physical therapists, physical therapy assistants, genetics counselors, health specialty teachers, and nurse practitioners) to pursue coursework targeted at their interests; these fields require less chemistry, physics and calculus than medicine, dentistry and veterinary medicine than what is required in the BS in Biological Sciences.

6. **Faculty Quality and Number.** Over sixty existing faculty in the Department of Biological Sciences are listed in the proposal as potential contributors in teaching, advising, and research.

7. **Availability of Campus Resources (library, space, etc.).** Because the program will serve students already studying biological sciences at NC State, facilities and services are already in place.

8. **Relevant Lower-level and Cognate Programs.** Cognate courses in other departments are fewer in number than for the companion BS in Biological Sciences. These include two courses and a lab in chemistry, one course each in physics, mathematics and statistics, and two courses offered by the Life Sciences First Year Program. Some required courses for the BS may notice slight enrollment decreases while other course options open only to BA (and not BS) students may notice increases. The program will closely monitor how student demand for individual courses across departments is being met.

9. **Impact on Access and Affordability.** The program is intended to attract a subset of students from the existing BS degree program at NCSU, as well as allow for double majors without extended time to degree.

10. **Expected Quality.** NC State already serves a large number of students interested in biological sciences. The recently created College of Sciences emphasizes multidisciplinary collaboration, and the proposed BA, which fosters study across disciplines at the undergraduate level, would be a signature program in the College. With the creation of the Life Sciences First Year Program, NC State has also put into place an enhanced advising program for first year students interested in the life/biological sciences.

11. **Feasibility of Collaborative Program.** The program is proposed to enhance opportunities for a student audience already served at NC State.

12. **Other Considerations.** None.
III. Summary of Review Processes

Campus Review Process and Feedback. The concept for the BA program was first proposed by the Life Sciences Task Force in 2012. Faculty from three departments and two colleges were appointed to develop the curriculum. The proposal was vetted and approved by unanimous consent of the Department of Biological Sciences Undergraduate Programs Committee, the College of Sciences Undergraduate Academic Advisory Committee, and the University Courses and Curricula Committee. The Associate Deans distributed the proposal for consultation within the colleges, and the Office of Assessment was consulted regarding student learning outcomes. Campus reviewers considered issues around balancing rigor and flexibility, incorporating the hands-on experience, fit with university strategic goals, advising needs, and assessing learning outcomes.

UNC General Administration Review Process and Feedback. Prior to UNC system faculty review, NC State responded to questions from UNC General Administration staff on student demand, curricular requirements and faculty workload. The proposal was then reviewed by three faculty representing three UNC campuses. All reviews were either “acceptable” or “acceptable with some considerations.” One reviewer inquired about the capacity of the program to manage the large number of students in experiential learning opportunities. NC State responded that approximately 30% of their biological sciences majors are required to complete a similar learning experience requirement; given that the BA will be an alternative to the BS, the number of new experiential opportunities needed is not expected to show much increase. Another reviewer suggested the math, statistics and physics requirements may be heavy compared to other BA programs, especially considering the requirement for a concentration in another discipline. NC State responded that the faculty’s desire to balance rigor and flexibility, as well as general education requirements, were thoroughly considered in program planning and are reflected in the resulting curriculum.

Benefits of program approval include a flexible and rigorous degree option that will attract a number of existing students and that can be achieved without significant additional resources. For these reasons, we do not recommend any alternatives to implementing the degree program.

IV. Recommendation

It is recommended that the Board of Governors approve North Carolina State University’s request to establish a Bachelor of Arts (B.A.) in Biological Sciences degree program (CIP 26.0101) effective September 2015.
Request for Authorization to Establish a
Doctor of Business Administration
(D.B.A., CIP 52.0101) at
University of North Carolina at Charlotte

I. Program Highlights

- Professional degree emphasizing the testing, application, and extension of business theory
- Targeted to senior-level professionals and offered in executive cohort format
- MBA or master’s degree in related field required
- 54 credit hours including a dissertation
- 20 student admitted per year, with 60 full-time students estimated at steady state
- Differential tuition of $21,000 per student per academic year will be requested; without approval of the differential tuition, the program cannot be offered. This level of tuition is in alignment with other comparable program costs nationwide and will cover all program costs including personnel costs of program and recruitment directors, program manager, faculty overload teaching, and two new faculty positions, as well as travel, communications, printing, advertising, and costs associated with the residential executive sessions.

II. BOG Academic Program Planning Criteria (UNC Policy 400.1)

1. Existing Programs (Number, Location, Mode of Delivery). No other institution in North Carolina offers an executive format DBA program. Nearby programs include the Executive Doctorate in Business at Georgia State University and the Doctor of Business Administration at Kennesaw State University. The proposal included a comprehensive study by Hanover Research of other similar national and international programs. Little relationship would exist between the proposed program and the UNC Charlotte Business Administration PhD (BPHD), which offers one major in finance.

2. Relation to Campus Distinctiveness and Mission. As an urban research university, UNC Charlotte seeks opportunities to engage business and other community organizations in partnerships that enhance the practice of business in the region and the diffusion of academic research to the profession. The proposed program directly aligns with UNC Charlotte’s first goal of its strategic plan, to improve educational opportunities that respond to the intellectual and professional needs of the region. This goal also includes the development of doctoral programs in high demand fields.

3. Demand (Local, regional, state). Since no other North Carolina institution offers a similar program, the proposal provides evidence of student demand in two ways. First, the Hanover Research study other similar national and international programs included enrollment figures; similar US programs ranged from 17-52 students enrolled, many traveling long distances to complete the residencies. Second, the proposal included analyses of the demographics of Charlotte regarding population, age, advanced degree holders, and Fortune 500 companies as compared to other areas of the country that offer and sustain DBA programs. Charlotte’s demographic characteristics either matched or exceeded those of other areas supporting a similar executive business program.
4. **Potential for Unnecessary Duplication.** No other institution in North Carolina offers an executive format DBA program.

5. **Employment Opportunities for Graduates.** DBA graduates will have opportunities in industry and consulting, as well as in education. The program is primarily focused on senior executives pursuing career goals within their current organization or as consultants within their industry. Because successful candidates for admission to DBA programs typically already possess a considerable level of professional success, employment projections may prove less relevant than for other types of degree programs. One DBA student interviewed by Hanover Research said, “People don’t go into a program like this at 45 or 50 to make another $100,000 on their base salary. It seems like we’re all doing this more for a personal quest and the desire to make a difference somehow in the world at large.” Some Bureau of Labor Statistics projections offer reasonable insight into opportunity growth for executives and consultants; for example, Management, Scientific, and Technical Consulting Services are projected at 41% job growth between 2012 and 2022. In terms of academic opportunities, the Association to Advance Collegiate Schools of Business (AACSB) has thoroughly documented the shortage of doctoral faculty in business and resulting competitiveness for qualified hires; generally speaking, the number of graduates from doctoral programs in business is declining while the number of undergraduate and other graduate enrollees has dramatically increased. One study of the Doctoral Faculty Commission in 2002 projected a shortage of 2,419 business doctorates needed to meet the demand for faculty in existing programs by 2012. Alternative educational models, like the DBA, have been proposed to attract other sources of doctoral candidates as a way to address the shortage of business doctoral faculty.

6. **Faculty Quality and Number.** Thirty-one current faculty in the Belk College of Business will contribute to the program, as well as new two new faculty positions added in the second year of the program. Belk College of Business faculty published nearly 250 scholarly articles between 2009-2013.

7. **Availability of Campus Resources (library, space, etc.).** Facilities at both the UNC Charlotte main campus and at the UNC Charlotte Center City Building will be used for the program. Existing library and information technology resources are adequate to support the program.

8. **Relevant Lower-level and Cognate Programs.** Not applicable.

9. **Impact on Access and Affordability.** The program will provide an attractive option for regional executives interested in the DBA and with convenient executive residencies.

10. **Expected Quality.** The Belk College Board of Advisory, a group of accomplished business and civic leaders, are supportive of the proposal and confirm that the program should generate significant interest in the Charlotte area and beyond. Support letters from executives at Lowe’s Inc., General Dynamics, and Zapata Engineering were included.

11. **Feasibility of Collaborative Program.** Duke University and UNC-Chapel Hill offer the PhD in Business Administration. While reciprocal course sharing would be difficult due to the proposed executive format, UNC Charlotte is interested in including faculty from these and other universities as adjunct professors and dissertation committee members.
12. Other Considerations. None.

III. Summary of Review Processes

Campus Review Process and Feedback. The proposed program was unanimously approved by the DBA Planning Committee, Belk College Graduate Council, Belk College Graduate Faculty, and UNC Charlotte Graduate Council, as well as favorably reviewed by Deans of Belk College of Business and the Graduate School, the Provost, and Chancellor. Campus reviews resulted in strengthened evidence regarding student and societal demand, as well as clarifications around dissertation committee service and course titles and descriptions.

UNC General Administration Review Process and Feedback. The UNC Graduate Council unanimously approved the request to plan the degree and offered a few suggestions for strengthening the program’s request to establish. Those suggestions included consistency regarding the type of academic positions for which DBA graduates are most likely to be competitive (clinical faculty, professors of practice, etc.) and the proactive consideration of student success issues that will be unique to this program. For example, measures to ensure the success of more seasoned applicants with older degree credentials, handling any stopouts in the cohort model, and strategies to help all students in the cohorts make progress and complete dissertations (i.e. high attrition is sometimes experienced in professional degree programs). They also recommended further clarification regarding the key distinctions between the DBA and executive MBAs.

UNC Charlotte also responded to questions from UNC General Administration staff on faculty, student demand, societal demand, budget, degree requirements and curriculum, and program evaluation. The proposal was then reviewed by six external reviewers. External reviewers generally favored the program and agreed that, although the number of similar programs is growing nationally, the Charlotte region should produce demand and the faculty were well qualified. They suggested further clarifying the distinct DBA purpose and value proposition to improve marketing and recruitment, curricular alignment and consistency, and more realistic student expectations. They also recommended clarifying the approach to the dissertation and committee service, as many had experienced a greater effect on faculty workload than anticipated. Finally, external reviewers encouraged a well-defined approach to program administration.

UNC Charlotte responded appreciatively for the insights that reviewers shared based on their own experiences managing and teaching in similar programs. They agreed with the advice regarding the clarity needed to improve marketing and guidance of students. They provided further quantitative analysis regarding the approach to dissertation and ability of existing faculty to meet the workload. Finally, they provided additional information on program administration and the roles of various staff members in recruitment and student support.

Benefits of program approval include introduction of a self-sustainable program not currently available in North Carolina that is affordable for in-state students and market-competitive for out-of-state students. For these reasons, we do not recommend any alternatives to implementing the degree program.
IV. Recommendation

It is recommended that the Board of Governors approve University of North Carolina at Charlotte’s request to establish a Doctor of Business Administration (D.B.A.) degree program (CIP 52.0101) effective September 2015 for enrollments beginning Fall 2016.
6B. UNC Degree Program Proposals ................................................................. Courtney Thornton

**Situation:** North Carolina State University requests discontinuation of the following degree programs:
- PhD in Counseling and Counselor Education (CIP 13.1101)
- PhD in Science Education (CIP 13.1316)

UNC Chapel Hill requests discontinuation of the DrPH in Maternal and Child Health degree program (CIP 51.2209).

**Background:** Per UNC 400.1, the campuses and UNC General Administration review degree program offerings and bring periodic discontinuation recommendations to the UNC Board of Governors.

**Assessment:** Discontinuation of these programs is recommended.

**Action:** This item requires a vote.
North Carolina State University has requested that its PhD in Counseling and Counselor Education (CIP 13.1101) be discontinued.

NC State University’s College of Education engaged in strategic planning to re-characterize its departments and PhD degree programs to be more effective, agile and interdisciplinary. The department of Counseling and Counselor Education has been combined with the department of Leadership, Policy and Adult and Higher Education, and the College seeks to also combine two existing PhD programs from these departments into one. Upon discontinuation of this degree program by the UNC Board of Governors, UNC General Administration will approve a new degree name and CIP code for the remaining PhD in Educational Research and Policy Analysis that reflect the addition of the counseling component. The new degree name will be Educational Leadership, Policy and Human Development (CIP 13.9999). Students will still be able to pursue doctoral study in counseling and counselor education as a track within this program.

**Recommendation:** It is recommended that the Board of Governors approve North Carolina State University’s request to discontinue the PhD in Counseling and Counselor Education.
North Carolina State University has requested that its PhD in Science Education (CIP 13.1316) be discontinued.

NC State University’s College of Education engaged in strategic planning to re-characterize its departments and PhD degree programs to be more effective, agile and interdisciplinary. In alignment with national trends, the College seeks to combine its PhD in Mathematics and PhD in Science Education degree programs into a single degree program. Upon discontinuation of this degree program by the UNC Board of Governors, UNC General Administration will approve a new degree name and CIP code for the remaining PhD in Mathematics that reflect the addition of the science education component. The new degree name will be Learning and Teaching in STEM (CIP 13.1399). Students will still be able to pursue doctoral study in science education as a track within this program.

**Recommendation:** It is recommended that the Board of Governors approve North Carolina State University’s request to discontinue the PhD in Science Education.
Request for Authorization to Discontinue the Doctor of Public Health (DrPH) in Maternal and Child Health at University of North Carolina at Chapel Hill

University of North Carolina at Chapel Hill has requested that its DrPH in Maternal and Child Health (CIP 51.2209) be discontinued.

Maternal and Child Health offers a PhD for doctoral level training, which is the preferred degree for current students and the accrediting body. The DrPH was last awarded in 2011, and no students are currently enrolled. Faculty and staff continue to serve the PhD program and hence no positions will be reassigned or eliminated.

Recommendation: It is recommended that the Board of Governors approve University of North Carolina at Chapel Hill’s request to discontinue the DrPH in Maternal and Child Health.