September 8, 2014

This Memorandum of Understanding (MOU) represent the final step of the Program Review for the Business Administration Division and reflects input from the following documents:

Business Administration Program Review-Internal Report
External Review of Division of Business Administration (dated June 10, 2014)

Based on the two reports, there are several concerns in the two reports that are to be addressed in the MOU as follows:

1) Concern that current enrollments for the two most recently created concentrations-Finance and Management may not be sufficient resulting in classes that are low enrolled. For Finance, based on the analysis in the program review, many of FIN classes are under-enrolled. The question regarding Management is whether the demand for MGT 310 translates into Management majors.

2) MGT 320-Fundamentals of Entrepreneurship and Small Business Management--enrollments are stagnant which is not typical for Business programs. This is problematic.

3) New concentrations are recommended in the ADP and mentioned in Program Review. These areas are: Tourism, Facilities/Construction Management, Real Estate, International Business and other advanced degrees.

4) Division does not have a mission statement, which would help to define the distinctiveness of the learning experience for students selecting UHWO’s Business Administration degree vs. its competitors. A discussion regarding mission would assist in the development of “branding” the degree/program.

5) Given the large number of lecturers, there is an issue regarding monitoring the content and the quality of teaching by the lecturers.

6) Given the large percentage of online courses, there is a concern of that the delivery meets the learning needs of the students. A large percentage of the courses taught in this Division are taught online or using some other form of distance education delivery method. More faculty support and assistance in delivery and development of online/distance classes are needed.

7) Assessment efforts, especially at the concentration level (CLO), have gone through its first cycle. The concern is whether this will be sustained and refined as the process moves forward.

The Business Administration Division agrees to:

1) Develop concentrations in Tourism and Hospitality Management and Facilities Management. Assess whether the areas of Real Estate and International Business should be developed as certificates or concentrations.

2) As part of a potential international business area, work closely with Hawaii Tokai University with articulation agreement for Tokai graduates interested in the Business Administration degree and create pathways for UHWO students to
take language courses as well as other courses to support their international interests.

3) Create a survey to determine whether the students taking MGT 310 are interested in majoring in Management or are taking the course as an elective. In this way, this will help to determine the demand for more MGT classes. Also, survey business administration students to determine what are the issues with MGT 320 and general interest in entrepreneurship. Use information to make adjustments in curriculum, if needed.

4) Establish a process to insure that lecturers teach content that is approved by full-time faculty.

5) Develop a plan to increase the enrollments in Finance and make adjustments to courses, based on information.

6) Develop a brand for the Business Administration program, by creating a mission statement and assess what makes UHWO's business program unique/competitive. Also as part of the analysis, assess the use of internships/practicums/capstone experiences, possibility of professional accreditation, etc...

The VCAA agrees to:

1) Provide support with a strengthened Assessment Office to assist the Business Administration Division with its assessment efforts, DLOs and its CLOs. A full-time Director of Assessment was hired in summer 2014 and will be responsible to provide support and assistance to Divisions with their assessment activities.

2) Provide an instructional designer who will focus their efforts working with Business faculty and lecturers to strengthen their online course offerings.

3) Provide support to a faculty member to research the advantages and concerns regarding the possibility of accreditation for the program.

4) Provide administrative support for the internships/practicums and/or capstones.

Agreed to by:

[Signatures and dates]

cc: Chancellor's Office