

GORDON FORD COLLEGE OF BUSINESS

School or Department	Program Name (ref. number)	Credential Type	Dept. Recommendation	Dean Recommendation	CAPE Committee Recommendation	Recommendation to Board of Regents	Comments
99BU	Business Sustainability (0474)	Certificate	Grow/Enhance	Maintain	Maintain	Maintain	New program; enrollment growing. Supports MBA.
	Business Core Competencies (0487)	Certificate	Grow/Enhance	Maintain	Maintain	Maintain	On-line program at relatively low-cost. Supports MBA.
	Advanced Professionalism (1730)	Certificate	Grow/Enhance	Maintain	Maintain	Maintain	New program credentialing soft skills for GFCB grads.
	Business Administration (057)	MBA	Grow/Enhance	Maintain	Maintain	Maintain	High enrollment for graduate program. Excellent persistence rates.
Accounting	Accounting (602)	BS	Grow/Enhance	Maintain	Maintain	Maintain	Strong enrollment and pass rates.
	Master of Accountancy (0445)	MAcc	Grow/Enhance	Maintain	Maintain	Maintain	Highly regarded program with 100% persistence. Just added new JUMP.
Economics	Economics (007)	Minor	Suspend	None (concur)	Suspend	Suspend	Graduate minor: no longer offered..
	Economics (356)	Minor	Maintain	Maintain	Maintain	Maintain	Strong minor nested in the major.
	Economic Data Analysis (0491)	Certificate	Grow/Enhance	Maintain	Maintain	Maintain	Nested program in need of revised marketing plan.
	Economics (638)	AB	Maintain	Maintain	Maintain	Maintain	Growing program designed as second major.
	Business Economics (724)	BS	Maintain	Maintain	Maintain	Maintain	Enrollment is good; conferral rates should be reexamined.
	Applied Economics (0410)	MA	Grow/Enhance	Maintain	Maintain	Maintain	Established graduate program with good record of success.
Finance	Finance (357)	Minor	Maintain	Maintain	Maintain	Maintain	Fast-growing and popular program.
	Finance (200)	Certificate	Maintain	Maintain	Maintain	Maintain	Steady enrollment in program with good employability prospects.
	Finance (664)	BS	Grow/Enhance	Grow/Enhance	Grow/Enhance	Grow/Enhance	Strong program operating at current capacity.
Information Systems	Computer Information Systems (347)	Minor	Grow/Enhance	Maintain	Maintain	Maintain	Steady enrollment and good conferral rate.
	Applied Data Analytics (1734)	Certificate	Grow/Enhance	Maintain	Maintain	Maintain	New but popular program.
	Business Data Analytics (504)	BS	Grow/Enhance	Grow/Enhance	Grow/Enhance	Grow/Enhance	Successful program standing to benefit from strategic investment.
Management	Business Administration (332)	Minor	Grow/Enhance	Maintain	Maintain	Maintain	Large multidisciplinary minor marketed to majors outside GFCB.
	International Business (333)	Minor	Grow/Enhance	Maintain	Maintain	Maintain	Numbers are declining; needs to be reexamined in 2021.
	Entrepreneurship (355)	Minor	Grow/Enhance	Maintain	Maintain	Maintain	Solid enrollments and conferrals. Important program to community.
	Entrepreneurship (542)	BS	Grow/Enhance	Maintain	Maintain	Maintain	Steady enrollments and conferrals; program important to community.

	International Business (569)	BS	Grow/Enhance	Maintain	Maintain	Maintain	Numbers declining somewhat; needs to be reexamined in 2021.
	Management (723)	BS	Grow/Enhance	Grow/Enhance	Grow/Enhance	Grow/Enhance	Very successful program operating at limits of current capacity.
Marketing	Marketing (413)	Minor	Maintain	Maintain	Maintain	Maintain	Popular minor with good enrollment and conferral numbers.
	Sales (452)	Minor	Grow/Enhance	Maintain	Maintain	Maintain	Large minor; steady enrollment.
	Marketing (720)	BS	Grow/Enhance	Grow/Enhance	Grow/Enhance	Grow/Enhance	Very successful program operating at limits of current capacity.