Description of the BA in Business Administration

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Campus
University of California, Irvine
Paul Merage School of Business

Name and Anticipated Action
B.A. in Business Administration, Online Undergraduate Major for Transfer Students

Description and Rationale for Anticipated Action
The Paul Merage School of Business at the University of California, Irvine intends to request a new major code for the creation of the B.A. in Business Administration fully online for transfer students. The curricular requirements for this major will not differ from the in-person B.A. in Business Administration requirements at UCI. The request for the provision of a new major code is to allow for the creation of an exclusively online major where admitted transfer students can be given priority for online course offerings, directed to appropriate student services, guided to available resources, and provided with support for degree completion.

Relationship to Existing Campus Programs, Units, and Mission

- B.A in Business Administration (Fully Online)  
  - Major Code: 141  
  - CIP Code: 52.0201
- B.A in Business Economics  
  - Major Code: 144  
  - CIP Code: 52.0601

The Paul Merage School of Business intends to maintain its in-person BA in Business Administration program.

Resources
The School will request seven new senate faculty to ensure that faculty qualification accreditation ratios are maintained for this program. In addition, the program proposal budgets for one new program advisor, one career advisor, and costs to cover the creation and maintenance of the online courses.
**Funding**
The Merage School looks to the support of UC Irvine's central administration for the primary financial support of this online program.

**Students**
Upon approval of the online business administration major code, the Merage School can begin to serve an additional 200 transfer students per year. In year one of the program, the school projects an enrollment of 200 students. Since this is a two-year program, the school believes it can reach steady state of 400 students by year two, as well as in subsequent years.

The transfer applicant pool for the current Business Administration major is one of the largest on the University of California, Irvine campus, enabling the Merage School to yield a strong and diverse student body. Demand for our Summer minor, offered online, continues to receive healthy enrollments. We believe the program could reach its projected enrollment within its first year.

**Employment Opportunities**
Upon graduation, our current in-person B.A. in Business Administration students seek careers in industry, pursue further education, and start new businesses; these successes are due in part to the availability and resources of career services at the business school itself. Of the current 378 undergraduate business administration majors that graduated from our in-person Business Administration major in Spring 2021, 217 sought employment, 64 continued their education, and 17 sought new ventures. At 6 months after graduation 96% of the individuals seeking employment landed positions. The average salary for these graduates was $62,000.

**UC Campuses and Other California Institutions with Similar Offerings**
Only three University of California campuses offer undergraduate business majors. This proposed online transfer program would allow students to enroll at this world-renowned institution, regardless of geographic, health or other physical constraints. We believe the online major in Business Administration would be the first undergraduate online business program in the UC system.

Of our comparable peers, the University of Arizona and Indiana University both offer online undergraduate degrees in business, and of our aspirant business school groups, the University of Florida offers a B.S in Business

**Anticipated Campus Review and Implementation Dates**
The Merage School of Business is currently finalizing this curriculum proposal and intends to bring it to the UCI committees Spring 2022, in hopes to launch the program as early as Fall 2024.