



TO: The Honorable the Members of the Board of Regents

FROM: Elizabeth R. Berlin *Elizabeth R Berlin*

SUBJECT: The New School: Master Plan Amendment concerning the Bachelor of Business Administration (B.B.A.) degree program in Strategic Design and Management

DATE: August 29, 2019

AUTHORIZATION(S): *MaryEllen Eis*

SUMMARY

Issue for Decision (Consent Agenda)

Should the Board of Regents approve a master plan amendment for The New School to change the discipline area of the currently registered Bachelor of Business Administration (B.B.A.) degree program in Strategic Design and Management from Fine Arts to Business?

Reason(s) for Consideration

Required by State statute and State regulation.

Proposed Handling

The question will come before the full Board at its September 2019 meeting, where it will be voted on and action taken.

Procedural History

The New School has submitted a proposal to change the discipline area of the currently registered Bachelor of Business Administration (B.B.A.) degree program in Strategic Design and Management from Fine Arts to Business. A master plan amendment is required because the proposed change would result in the program becoming the institution's first bachelor-level degree program in the Business discipline area.

Background Information

The New School seeks a master plan amendment to allow it to change the discipline area designation of the Bachelor of Business Administration (B.B.A.) degree program in Strategic Design and Management. A master plan amendment is required because the proposed change would result in the program becoming the institution's first bachelor-level degree program in the Business discipline area.

The existing 120-credit B.B.A. program in Strategic Design and Management is designed to prepare students for business and management positions. Students learn to develop new business models and business skills, which they can apply to a wide range of industries around the world. The program encompasses a unique "design thinking" approach to the subject matter, which students learn in their business-related hands-on studio courses. The curriculum includes the following subject areas: quantitative reasoning, economics, business operations, financial management, strategic management, managing innovative processes, entrepreneurial strategy, global management, marketing, public relations, branding, personnel management, business ethics, leadership, industry engagement, business models, business regulations, and business practices.

An academic review of faculty, curriculum, and other program aspects of the proposed change to the degree program has been completed by the Department. The Department has determined that the proposed change meets the standards for registration as set forth in the Regulations of the Commissioner of Education. In July 2019, following its standard protocol, the Department conducted a canvass of degree-granting institutions in the New York City Regents region. Three institutions responded; two had no objections and one objected to the proposed discipline area change. Based upon the analysis outlined above, the Department has determined that the proposed Business discipline area is appropriate for the program.

Related Regents Item

N/A

Recommendation

VOTED: That the Board of Regents approve a master plan amendment to authorize The New School to change the discipline area designation of the Bachelor of Business Administration (B.B.A.) degree program in Strategic Design and Management from Fine Arts to Business. The amendment will be effective until September 10, 2020, unless the Department registers the program prior to that date, in which case the master plan amendment shall be without term.

Timetable for Implementation

If the Board of Regents approves the master plan amendment, the Department will register the program.