



Office of the Provost and Vice President for Academic Affairs

MEMORANDUM

Date: July 16, 2020

To: Dr. James D. Fielder, Jr., Secretary of Higher Education
Maryland Higher Education Commission

From: Dr. Lesia Crumpton-Young
Provost and Senior Vice President for Academic Affairs
Morgan State University

RE: Morgan State University's Objection to Loyola University of Maryland's New Academic Program Proposal - Bachelor of Business Administration (B.B.A.) in Leadership & Organizational Effectiveness

Please find attached Morgan State University's objection to the proposal from Loyola University of Maryland to offer a Bachelor of Business Administration (B.B.A.) degree program in Leadership & Organizational Effectiveness. Thank you for your consideration of our response. If you need any additional information, please do not hesitate to contact me at lesia.young@morgan.edu or (443)885-3350.

c: Dr. David Wilson, President, Morgan State University
Dr. Farzad Moazzami, Interim Assistant Vice President for Academic Affairs, MSU
Dr. Fikru Boghossian, Dean, Earl G. Graves School of Business and Management, MSU
Dr. Emily Dow, Assistant Secretary for Academic Affairs, Maryland Higher Education Commission

**A REPORT ON THE
BACHELOR OF BUSINESS ADMINISTRATION
IN
LEADERSHIP AND ORGANIZATIONAL EFFECTIVENESS
(MANAGEMENT)
PROGRAM PROPOSED BY
LOYOLA UNIVERSITY MARYLAND**

Prepared by

**The Earl G. Graves School of Business and Management
Morgan State University
Baltimore, Maryland**

I. INTRODUCTION

Loyola University Maryland (Loyola) currently offers the Bachelor of Business Administration (BBA) degree with a concentration in Management. However, it is seeking to convert the management concentration in the BBA program to a full-fledged BBA, and therefore, submitted a proposal to the Maryland Higher Education Commission to offer a Bachelor of Business Administration in leadership and organizational effectiveness (management) (BBA in leadership and organizational effectiveness) degree in its Sellinger School of Business. The proposed full-fledged BBA leadership and organizational effectiveness (management) program proposed by Loyola is very similar to the B.S. in Management degree that is currently offered by Morgan State University (Morgan) through the Earl G. Graves School of Business and Management. Moreover, along with other TWI's that offer the Bachelors in management degree that are in close proximity to Morgan (i.e., Towson University (management concentration) and University of Baltimore (human resource management and management specializations)), Morgan and Loyola are both located in the city of Baltimore with less than five miles distance from each other. Consequently, we are concerned about the impact that Loyola's BBA in leadership and organizational effectiveness (management) program in the local area will have on the B.S. in management program at Morgan.

This report compares the BBA management program proposed by Loyola to the B.S. management program offered at Morgan State University. The programs are compared in three areas: 1) mission and student population, 2) management program objective, and 3) courses proposed to be offered.

II. MISSION AND STUDENT POPULATION

Due to the proximity of Loyola and Morgan within the city of Baltimore, the two schools not only have similar missions but also draw from essentially the same student

population. Morgan, a designated public urban research university, serves the local and national community as an intellectual and creative resource by supporting, empowering, and preparing high-quality, diverse graduates to lead the world. Similarly, Loyola seeks to prepare students at both the undergraduate and graduate levels for lives of meaningful professional service and leadership.

The mission of the Earl G. Graves School of Business and Management at Morgan is to offer high-quality undergraduate and graduate programs that prepare students to succeed as business professionals and become engaged citizens in the community and the global economy. The Sellinger School of Business at Loyola has a similar focus, which is to inspire and prepare students to become responsible business leaders who make their companies and their communities stronger.

Last, both programs are AACSB accredited; the Sellinger School of Business was accredited in 1988, and the Graves School of Business and Management was accredited in 1996. For which, the Morgan B.S. in management program is one of only four public institutions in Maryland to have an AACSB business accreditation. The other three universities with a management program in the area with an AACSB business accreditation are Frostburg University, University of Maryland, and Salisbury University. The College of Business at Coppin State University offer a management major; however, their business program is not AACSB accredited at this time.

In sum, Loyola shares a similar mission, student population, and international accreditation with Morgan. Consequently, these attributes may have an adverse impact on the B.S. management program offered at Morgan.

III. LEADERSHIP AND ORGANIZATIONAL EFFECTIVENESS (MANAGEMENT) PROGRAM OBJECTIVE

The objective of the BBA in leadership and organizational effectiveness (management) program proposed by Loyola would be to prepare students with working effectively for and with other people as well as to lead across organizational functions to create a great place to work. The proposal states that Loyola expects to continue to serve students interested in a four-year business program that prepares them for entry-level positions.

The objective of Morgan's management program is also to prepare students for successful organizational careers. In addition to ensuring students are knowledgeable within the human resource management field, Morgan attempts to provide its students with the opportunity to develop professional skills that will help them in the job market. Student clubs and related activities are part of this effort. The management curriculum at Morgan is designed to ensure students are knowledgeable and prepared to pursue their career aspirations.

Overall, both programs, Loyola and Morgan, seek to provide a well-rounded experience and engagement for their management programs.

IV. COURSE BY COURSE ANALYSIS

Loyola’s proposal requires leadership and organizational effectiveness (management) majors to take 21 credits for business foundation courses and 24 credits for advanced major courses. These proposed courses are similar to the courses offered at Morgan State University.

1. Business Foundation Courses

The proposed business foundation courses at Loyola are very similar to the courses offered at Morgan.

Loyola Proposal	Morgan State University
AC 201- Financial Accounting	ACCT 201 - Principles of Accounting I This is a required course at Morgan.
IS 251 - Data Analytics & Information Systems	INSS 141 - Digital Literacy and Application Software This is a required course at Morgan.
MG 201 - Management Principles	MGMT 324 - Organizational Behavior This is a required course at Morgan.
MK 240 - Management Principles	MKTG 331 - Principles of Management This is a required course at Morgan.
LW 305 - Legal Environment of Business	BUAD 381 - Legal and Ethical Environment of Business This is a required course at Morgan.
FI 320 - Financial Management	FIN 343 - Managerial Finance This is a required course at Morgan.
OM 260 - Introduction to Supply Chain Management	SSCM 328 - Supply Chain and Operations Management This is a required course at Morgan.

2. Advanced Major Courses

The content of the proposed advanced major courses at Loyola are very similar to the content of the management courses at Morgan. However, in comparison to Loyola’s requirement for leadership and organizational effectiveness (management) electives, six credits are designated for upper-level, nine credits for non-departmental, and 21 credits for free electives whereas Morgan requires nine credits of upper-level management electives, three credits within the School of Business and Management, and six credits for free electives.

Loyola Proposal	Morgan State University
IB 282 International Business	BUAD 327 - Fundamentals of International Business This is a required course at Morgan.

MG 402 Strategic Management	
MG 304 Managing Innovation & Entrepreneurship	ENTR 351 - Introduction to Evidence-Based Entrepreneurship This is an elective course at Morgan.
MG 305 Managing Talent	MGMT 425 - Staffing and Performance Management This is a required course at Morgan.
MG 306 Managing Teams	
MG 407 Managing Corporate Strategy: International Business, Leadership and Sustainable Development (Practicum)	
Upper-Level Management Elective	This is a required course at Morgan.
Upper-Level Management Elective	This is a required course at Morgan.

In summary, Loyola’s proposal is essentially identical to Morgan’s B.S. management program. Both Loyola and Morgan require the same business foundation and advanced major courses. This suggests a program duplication of Morgan’s existing management program.

V. CONCLUSION

Loyola is proposing to offer a Bachelor of Business Administration degree in leadership and organizational effectiveness (management) at its location in Baltimore, which is only a few miles from Morgan State University. Loyola currently offers a management concentration in its BBA program. For which, the Loyola proposal points out that the current management concentration has been and continues to be successful in accomplishing its mission. However, there is minimal change in content from its existing program. Moreover, the proposed program corresponds to Morgan’s existing management program.

Morgan and Loyola draw students from the same population. Moreover, with existing management bachelors programs within Maryland, allowing Loyola to start a BBA leadership and organizational effectiveness (management) program less than five miles from Morgan would increase competition for management students in the state and the city. Consequently, this will have an adverse impact on enrollment for Morgan’s management program going forward. This will be further exacerbated by the current pandemic.

Based on its proposal, Loyola has currently experienced success with its management concentration and is aligned with accomplishing its mission. With state funding dependent upon student enrollment, allowing Loyola to offer a leadership and organizational effectiveness (management) program similar to Morgan’s may decrease Morgan’s state funding should Morgan experience a decreased enrollment. Therefore, we respectfully request that Loyola not be allowed to duplicate Morgan’s Bachelor of Science program in management.

References:

1. Academic Program Proposal submitted to MHEC by Loyola University Maryland
2. Loyola website: <https://www.loyola.edu/sellinger-business>
3. Morgan State University Website: www.morgan.edu