



University Council

January 5, 2018

UNIVERSITY CURRICULUM COMMITTEE – 2017-2018

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Undergraduate Student Representative – Mr. Max Harris
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Dear Colleagues:

The attached proposal from the Terry College of Business to revise the high-demand selection criteria for the following majors will be an agenda item for the January 12, 2018, Full University Curriculum Committee meeting:

- Accounting (B.B.A.)
- Economics (B.B.A.)
- Finance (B.B.A.)
- General Business (B.B.A.)
- International Business Co-Majors (B.B.A.)
- Management (B.B.A.)
- Management Information Systems (B.B.A.)
- Marketing (B.B.A.)
- Real Estate (B.B.A.)
- Risk Management and Insurance (B.B.A.)

Sincerely,

Alison Alexander

Alison F. Alexander, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav



UNIVERSITY OF
GEORGIA

Benjamin C. Ayers
Dean, Earl Chair in Taxation

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Date: October 26, 2017

To: Pamela S Whitten
Office of the Senior Vice President for Academic Affairs and Provost

From: Benjamin C. Ayers *BCA*
Dean, Terry College of Business

Subj: Request of Change to Selection Criteria for all B.B.A. degrees
In the Terry College of Business

On behalf of the Terry College of Business, I would like to request changes to the high demand selection criteria associated with each of the BBA majors in the Terry College. I have attached a copy of the current entrance requirements and high demand selection criteria, as well as the proposed high demand selection criteria. I do not believe these changes will have an impact on the number of students admitted into the Terry College, nor should this change impact any of the University's other Colleges or Schools outside of the Terry College of Business in any way. As a College, we hope the proposed changes will provide additional information to more efficiently sort students among the majors in Terry and create a less confusing and less costly admission process.

One of our goals is to reduce the confusion of the applicants. Under the current admission system, the admission criteria are for *the most part* based on a general test of aptitude (ETS), grades in two accounting courses (ACCT 2101, ACCT 2102, and system equivalents), and grades in the principles of microeconomics and macroeconomics courses. The selection criteria under the proposal represents a more uniform set of information based on the existing selection criteria. For example, under the current system, only 6 of the 8 majors receive information on the two economics courses, but under the proposed system, all majors will have the opportunity to review the grades from the economics courses. These economics course are required of all student entering the Terry College. The hope is that this change will reduce the confusion for the students as to what information is considered for admission to each major. This confusion increases considerably when a student is not accepted to their first choice major and the second choice major they identify looks at different information.

The proposed changes remove a layer of testing and a financial cost associated with applying to the College. Students currently take the ETS Proficiency Profile exam, which is a standardized multiple-choice assessment of reading, writing, critical thinking, and mathematics skills. The cost is \$50.00 and many students take it twice. The proposal allows the College to review ACT or SAT scores and sub-scores for all applicants. Students may submit a score from the ETS Proficiency Profile for additional consideration if they believe their ACT/SAT scores do not represent their current performance level. This change would reduce the cost of applying to the College and the anxiety of being required to take an additional exam.

The proposal also requests the addition of the Terry Accounting Exam to the list of criteria used by the Finance program for admissions. The Finance major is our largest major in the College with well over 1,500 students. From the College's perspective, we believe the accounting exam provides an understanding of an applicant's true knowledge of financial principles. The Terry Accounting Exam is currently being used as an admission criterion for the B.B.A. in Accounting. The exam is written by faculty of the J.M. Tull School of Accounting and administered by the University's Testing Service. The exam is based on the subject matter covered in the Principles-level Financial Accounting course (equivalent of ACCT 2101 offered at the University of Georgia). The exam contains 50 multiple choice questions, consisting of a mixture of conceptual and numerical questions. A topical outline for the exam is available for review at <https://testing.uga.edu/students-customers/exam-detail/24>. This link also includes sample questions to provide a general idea of the type of questions that can be expected on the exam. The core principles of accounting, as well as the system of thought associated with accounting, are important for success in business, and particularly important in the world of Finance.

Another proposed change is to allow reviewers to see grades in courses previously completed in the prefix of the major the applicant is applying. We believe this will allow students to more fairly be assessed. For example, if applying to the Finance (FINA) major, grades in FINA courses, under the proposal, could be considered. In addition, grades in the College's Foundation First courses (FINA3000, MARK3000, MGMT3000), as well as MSIT3000, can be considered by all majors if they have been completed by the application deadline. This change will have very little impact on applicants applying to a major for the first time as they will not have many, if any, of these courses. This change is intended to help students who are already in one of the majors in the College who wish to change majors or add a double major. Under the current system, a student accepted into a second choice major (denied from their first choice) would be judged using the same criteria if they attempted to re-apply to their first choice major in a future semester. For example, a student may be denied from the finance major and accepted into the management major. During their first semester in the College, all students take principles courses in Finance, Marketing, and Management. Under the current system the Finance department would not be provided any information on how well the student did in the Finance class, instead the Finance department would be asked to review the student using the same criteria they used when they initially rejected the student. This forces the student to retake courses to try to change their admission materials or give up on pursuing a Finance major. The proposed system would allow the student to potentially enhance their application in the process of completing their degree instead of spending time retaking classes.

The Honors College has asked us to allow UGA students who are in good standing with the Honors Program and apply to the Terry College of Business to be guaranteed their first choice of a first (primary) major within the Terry College. This guarantee would not apply to second, double, or co-majors. We call this program Terry Direct. Truth be told, these students already get their first choice major, but this program is believed to reduce the perceived uncertainty and anxiety students experience when picking between a University with a business school which offers direct or unlimited admission and ours which requires a student to apply.

The Undergraduate Programs Committee (UPC) in the Terry College of Business has unanimously approved the proposed changes for each of the B.B.A. majors within the Terry College of Business. The recommendation also has the unanimous support of the Dean and Department Head Committee (TAC). Finally, a vote of the College faculty overwhelmingly approved the recommendation by a vote of 71 in favor and 1 disapprove.

Attachments:

Current Terry Entrance Requirements
Proposed Terry Entrance Requirements

Terry College of Business Major Entrance Requirements

The Terry College of Business offers Bachelor of Business Administration degrees in Accounting, Economics, Finance, Management, Management Information Systems, Marketing, Real Estate, and Risk Management and Insurance. Terry also offers the Bachelor of Arts degree in Economics, a co-major in International Business, and a variety of certificate programs. All UGA students who plan to pursue the BBA degree are initially admitted to the Terry College of Business as Intended Business majors and typically apply to their specific field of study during the second semester of their sophomore year.

Apply at <http://www.terry.uga.edu/undergraduate/> Fall Deadline: September 1st Spring Deadline: February 1st

All applicants must:

- Be enrolled at UGA.
- Have a 2.60 earned overall grade point average (all coursework combined).
- Be in good academic standing (2.00 or higher UGA GPA at application deadline or no UGA GPA for a new transfer student).
- Complete BBA General Education Core Curriculum I-VI. (Students may apply if they are enrolled in coursework that fulfills these requirements.)
- Complete MATH 1113 (Precalculus). A grade (or exemption) must be posted to your academic record.
- Complete ACCT 2101. A grade must be posted to your UGA academic record.
- Complete (or be currently enrolled in) MSIT 3000.

Students who withdraw from any of the above required courses will be considered ineligible for a Terry College of Business Major.

IMPORTANT: If any of the above referenced coursework has not been posted to your UGA transcript, proof of coursework must be attached to the online BBA application prior to the application deadline. Please direct any questions to the Terry College Undergraduate Programs Office in 358 Brooks Hall by calling 706-542-5725 or via email at terrybba@uga.edu. Applicants who do not provide proof of coursework by the deadline will become ineligible. UGA email is the official form of communication for the application process.

Applications are accepted in both the Fall and Spring semesters. The admissions process is highly competitive. Applicants must select both a first- and second-choice major; however, ACCT, FINA, MARK and MIS are not available as second-choice options, as these majors reach capacity after first-choice applicants have been selected. Apply at <http://www.terry.uga.edu/undergraduate/>

Major	Selection Criteria (Footnotes included on back)				
ACCT	ACCT grade(s) ²			ACCT test ²	ETS Proficiency Profile ¹ Statement of Purpose ²
ECON		ECON grade(s) ²	MATH grade(s) ¹		ETS Proficiency Profile ¹ Statement of Purpose ²
FINA	ACCT grade(s) ²	ECON grade(s) ²	MATH grade(s) ¹		ETS Proficiency Profile ¹ Statement of Purpose ²
MGMT	ACCT grade(s) ²	ECON grade(s) ²	MATH grade(s) ¹		ETS Proficiency Profile ¹ Statement of Purpose ²
MIS	ACCT grade(s) ²		MATH grade(s) ¹	MIST grade(s) ²	ETS Proficiency Profile ¹ Statement of Purpose ²
MARK	ACCT grade(s) ²	ECON grade(s) ²	MATH grade(s) ¹	MARK grade(s) ²	ETS Proficiency Profile ¹ Statement of Purpose ²
REAL	ACCT grade(s) ²	ECON grade(s) ²		REAL 4000 ^{1,2}	ETS Proficiency Profile ¹ Statement of Purpose ²
RMIN	ACCT grade(s) ²	ECON grade(s) ²		RMIN 4000 ^{1,2}	ETS Proficiency Profile ¹ Statement of Purpose ²

Students planning to pursue the International Business (IB) co-major must select and complete a functional area major (see list above). IB co-major applicants will be reviewed on the selection criteria outlined below. The Statement of Purpose for each functional area major should address interests/goals in IB and the level of foreign language satisfied.

Co-Major	Selection Criteria (Footnotes included on back)			
	Required	Required	Required	Required
International Business	ACCT 2101 ^{1,2} Minimum grade: C	ECON course ^{1,2} Minimum average grade: B	foreign language Minimum grade of B	ETS Proficiency Profile ¹

Application Period	Contact UGA Testing Services for an Appointment (706) 542-3183	Application Available Online	Admissions Decisions Sent to UGA Email Account
Admission to become a Terry major by the end of Fall Semester (<i>major coursework begins Spring</i>).	April 1- September 1	July 1 - September 1	Mid - October
Admission to become a Terry major by the end of Spring Semester (<i>major coursework begins Summer or Fall</i>).	November 1 - February 1	November 1 - February 1	Mid - March

Terry College Academic Majors

- Accounting (ACCT)
- Economics (ECON)
- Finance (FINA)
- Management (MGMT)
- Management and Information Systems (MIS)
- Marketing (MARK)
- Real Estate (REAL)
- Risk Management and Insurance (RMIN)
- International Business (IB) Co-Major: IB is offered as a co-major along with any other major within the Terry College. The co-major option allows students to gain an in-depth understanding of the international business arena and the means of competing in a multi-cultural, global environment. When carefully planned, students can complete the IB co-major within the current 120 hours (plus PE) graduation requirement.

Selection Criteria Footnotes (from Selection Criteria table on reverse)

¹ The ETS Proficiency Profile is a standardized, multiple-choice assessment of the academic skills developed in General Education Areas I-IV of the core curriculum (reading, writing, critical thinking, and mathematics). All applicants are required to take this test. Contact the UGA Testing Center online at <http://testing.uga.edu/> or by calling 706-542-3183 to schedule an appointment. The cost is \$42.00. The test may be taken a maximum of twice per major application cycle. Sample questions can be found at <https://www.ets.org/s/proficiencyprofile/pdf/sampleques.pdf>.

² This is a multiple-choice test that covers the content of ACCT 2101. Contact the UGA Testing Center online at <http://testing.uga.edu/> or by calling 706-542-3183. The cost is \$20.00. Contact the UGA Testing Center online at <http://testing.uga.edu/> or by calling 706-542-3183 to schedule an appointment. A sample test is available at <https://testing.uga.edu/students-customers/exam-detail/24>.

³ Grades in ECON 2105 and/or ECON 2106. Applicants currently enrolled in one of these courses will be evaluated based on the grade in the completed course.

⁴ Grades in all Mathematics courses. The level of course(s) will also be considered.

⁵ Grades in ACCT 2101 and ACCT 2102. Applicants currently enrolled in ACCT 2102 will be evaluated based on the grade in ACCT 2101.

⁶ If you are applying to the IB co-major, your first-choice Statement of Purpose should describe your interests/goals in IB and the level of foreign language you have satisfied. You must either be enrolled in or have completed the third (or higher) level of the same language; i.e. SPAN 2001 (has completed or exempted SPAN 1001 and SPAN 1002). Minimum grades of B required in the language. If you are proficient in a language without college credit, you should include this information in the Statement of Purpose.

⁷ The Statement of Purpose is a brief essay (300-400 words) in which the applicant describes his/her interest in the major and his/her future goals. Hint: Be sure to check for grammatical errors.

⁸ Grades in all English courses. The level of course(s) will also be considered.

⁹ Grade in MIST 2090 or CSCI 1100, if complete and grades in MIST 4610 and/or MIST 5750, if complete. MIST 4610 and MIST 5750 are not required for admission to MIS.

¹⁰ A minimum grade of B in ACCT 2101 is required for the IB co-major. Applicants with grades below B will not be considered.

¹¹ An average grade of B is required in all economics courses completed to date for the IB co-major.

¹² Grade in REAL 4000, if complete. REAL 4000 is not required for admission to Real Estate.

¹³ Grade in RMIN 4000, if complete. RMIN 4000 is not required for admission to Risk Management and Insurance.

Terry College Undergraduate Programs

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 Spring 2016

Proposed Terry College of Business Major Entrance Requirements

Selection Criteria	Academic Majors								Co-major
	ACCT	ECON	FINA	MGMT	MIST	MARK	REAL	RMIN	IB
ACCT grade(s) ¹	X	X	X	X	X	X	X	X	X
ACCT test ²	X		X						
ECON grade(s) ³	X	X	X	X	X	X	X	X	X
MATH grade(s) ⁴	X	X	X	X	X	X	X	X	X
ACT/SAT/ETS ⁵	X	X	X	X	X	X	X	X	X
Statement of Purpose ⁶	X	X	X	X	X	X	X	X	X
Grades in prefix courses ⁷	X	X	X	X	X	X	X	X	X
Foreign Language ⁸									X
Terry Direct ⁹	X	X	X	X	X	X	X	X	

¹ Grades in ACCT 2101 and ACCT 2102. Applicants currently enrolled in ACCT2102 will be evaluated based on the grade in ACCT 2101.

² Accounting Exam. This is a multiple-choice test that covers the content of ACCT 2101. Contact the UGA Testing Center online at <http://testing.uga.edu/> or by calling 706-542-3183 to schedule an appointment. The cost is \$30.00. A sample test is available at <https://testing.uga.edu/students-customers/exam-detail/24>.

³ Grades in ECON 2105 and/or ECON 2106. Applicants currently enrolled in one of these courses will be evaluated based on the grade in the completed course.

⁴ Grades in Mathematics courses. Grades in MATH 1113, 2200, 2250, and 2260 are considered.

⁵ Standardized Testing. Students are required to submit ACT or SAT scores and sub-scores to the University prior to being considered for admission to a major in the Terry College. Students may also submit a score from the ETS Proficiency Profile if they believe their ACT/SAT scores do not represent their current performance level. The ETS Proficiency Profile is a standardized, multiple-choice assessment of the academic skills developed in General Education Areas I-IV of the core curriculum (reading, writing, critical thinking, and mathematics). Contact the UGA Testing Center online at <http://testing.uga.edu/> or by calling 706-542-3183 to schedule an appointment. The cost is \$50.00. The test may be taken a maximum of twice per major application cycle. Sample questions can be found at <https://www.ets.org/s/proficiencyprofile/pdf/sampleques.pdf>.

⁶ The Statement of Purpose. A brief essay (300-400 words) in which the applicant describes his/her interest in the major and his/her future goals. If applying to the IB co-major, the first-choice Statement of Purpose should describe the interests/goals in IB and the level of foreign language the applicant has satisfied. If the applicant is proficient in a language without college credit, include this information in the Statement of Purpose.

⁷ Grades in prefix courses. Grades in courses previously completed in the prefix of the major the applicant is applying to can be considered, but are not required, for admission to the major. For example, if applying to the RMIN major, grades in RMIN courses (e.g., RMIN4000) can be considered. The management information systems major considers grades in MIST 2090 or CSCI 1100, as well as other MIST prefix courses. In addition, grades in the College's Foundation First courses (FINA3000, MARK3000, MGMT3000), as well as MSIT3000, can be considered by all majors if completed.

⁸ Foreign Language Requirement. In order to apply for the IB co-major, the applicant must either be enrolled in or have completed the third (or higher) level of the same language; i.e. SPAN 2001 (has completed or exempted SPAN 1001 and SPAN 1002). A minimum grade of B required in the language.

⁹ Terry Direct. UGA students who are in good standing with the Honors Program and apply to the Terry College of Business will be guaranteed their first choice of a first (primary) major within the Terry College. This guarantee does not apply to second, double, or co-majors.