

Business School Questionnaire (BSQ)

Part 7. Instructions

C. Programs in Business.

General Time Frame for this section: Current Snapshot. For more details or definitions for survey time frames, please see "Survey Section Time Frames" in the Background section for this survey.

* For more detail on time frames, please see "Survey Section Time Frames" under Background on the BSQ menu.

Part C: Programs in Business Directions and Definitions

The Programs in Business table displays degree program information that you will enter (or preload from last year's data) for your institution.

Copying Programs from Last Year to This Year

- If all of your programs are the same as what was reported last year, you can choose to copy all of them at once by selecting the copy all icon at the top left corner of the table labeled "Last Year."
- If a single program has not changed from last year, you can choose to copy it by selecting the copy icon to the left of that program in the table labeled "Last Year."

Accredited Schools Please Note: In order to maintain the correct data for your school's programs with regard to their Accreditation Scope Status, you must use the Copy icon to pull forward from the "Last Year" table. Only programs that are new this year should be manually added to the "This Year" table. Only programs that were discontinued after last year should not be copied forward from the "Last Year" table.

Adding New Programs

- To add a new program, click the "Add New" button at the bottom of the page. This will open a data entry screen where you will enter the education level and details of the program. When the details are entered, press the "Save" button.
- Each program you enter will then appear in the overview table for "This Year."

Editing and Deleting Programs

- To change any of the information entered for a program, select the edit icon (pencil) to the left of that program in the table labeled "This Year."
- To delete any of the information entered for a program, select the edit icon (pencil) to the left of that program in the table labeled "This Year." All data provided in this section may be published by AACSB International in ways that attribute the data to the school.

Defining Programs

Education Level (Required): Select the degree level that best describes this program from the list provided. Undergraduate level certificate programs should be listed as undergraduate with the degree title listed as certificate. The level will determine which degrees you are presented with to select from

- Undergraduate: Undergraduate business curricula provide a broad context within which education for business is set. These curricula combine general education and the basic study of business. An undergraduate degree applies to any official business school program offered by your school that culminates in the issuance of an undergraduate degree. Undergraduate degrees are academic in nature and can be incorporated into continuing academic education. These degrees are generally the first step in postsecondary education and can be terminal or the first step in pursuing a higher degree level. (Example: "Bachelor of Arts in Business") A separate entry is necessary for each sub-emphasis within each major emphasis for each degree title.
 - Undergraduate Level Certificate: An undergraduate level certificate applies to any official business school program offered by your school that offers an undergraduate level certificate that is not equivalent to an undergraduate degree. A certificate program is generally applied in nature and is a noncontinuing education level program. This program does carry the same academic policies as an undergraduate degree program, but does not conclude in the issuance of an undergraduate degree. These programs are not common in the United States of America, but are common in many other regions of the world. (Example: "Certificate of Business Finance Principles")
- Masters-Generalist: Masters-Generalist, such as MBA, curricula are designed to prepare students for general management practice. Include in this section any master's degree program that appears by the evidence of publicity, curriculum or placement records to be preparing students for general management positions. Include executive MBA programs (EMBA) in this section. This category includes all general business master's degree programs regardless of whether they are called MBA degrees. This degree is academic in nature and can be incorporated into continuing academic education. These degrees can be terminal or a step in pursuing a higher degree level. (Example: "MBA") Please list each degree program offered by the business unit. A separate entry is necessary for each sub-emphasis within each major emphasis for each degree title.
- Masters-Specialist: Masters-Specialist, such as Master of Economics, programs prepare students who seek specialized roles in business, management and related professions. Include executive specialized master's programs designed and designated to serve executive students. This degree is academic in nature and can be incorporated into continuing academic education. These degrees can be terminal or a step in pursuing a higher degree level. Use the degree title provided only if the degree title matches exactly with the actual degree awarded by your school. For example, a Master of Science in Marketing should be indicated as MSM only if the degree title includes the words "marketing." If not, use Master of Science (MS) and write marketing in the major emphasis column. If a degree title is not included in the pull down list, write out fully and completely as it appears in the catalog. Please list each degree program offered by the business unit separately. A separate screen is necessary for each sub-emphasis within each major emphasis for each degree title.
- Doctoral: A Doctoral Degree applies to any business school program offered by your school that culminates in the issuance of a doctoral business degree. This is the highest level of degree program available. This degree is focused on research, academic in nature and is generally a terminal degree. Doctoral degree programs prepare scholars to create and transmit knowledge and to advance managerial and professional practice. Include doctoral programs designed and designated to serve executive/professional students or provide education for advanced management practice. A separate screen is necessary for each sub-emphasis within each major emphasis for each degree title.
- Graduate Level Certificate: A graduate level certificate applies to any official business school program offered by your school that offers a graduate level certificate that is not equivalent to a graduate degree. A certificate program is generally applied in nature and is a non-continuing education level program. This program does carry the same academic policies as an undergraduate degree program, but does not conclude in the issuance of a graduate degree. These programs are not common in the United States of America, but are common in many other regions of the world. (Example: "Certificate of Business Finance")
- Integrated Undergrad-Masters: These programs typically offer a truncated pathway to the terminal, master's-level degree, as compared to taking the component degree programs separately. They include both undergraduate and graduate-level curricula. Enrollment, degrees conferred, and admissions data are tracked at the level of the terminal master's degree. Such programs may be of either a general or specialized nature.

Degree Title (Required): Select the degree title of this program from the list provided. If a degree title is not listed, select 'other' from the drop down box then fill in the degree title in space provided (spell out completely). Use the provided degree titles in the dropdown box only if the degree title matches exactly with the actual degree awarded by your school. In cases of dual/joint degree programs, select a title from the drop down box. If the coordinated program is not listed, select "Other" and enter both full degree titles separated by a forward slash into the text box. List the most advanced or most specialized business degree first. For example, a coordinated program of study offering both a specialized master's degree (Master of Taxation) and a general master's degree (Master of Business Administration) should be entered as "Master of Taxation/Master of Business Administration."

Field/discipline (Required): Select the field/discipline that best describes the major emphasis of this program from the list provided.

Major Emphasis (Required) For the degree title specified, list as a separate program each major emphasis (e.g., majors, concentrations, specializations) available as published in the catalog. If further definition isn't possible, repeat the Field/Discipline name here.

Sub-emphasis For each major emphasis listed, indicate the sub-emphases (e.g., tracks) that are available within each major emphasis. Each different major and sub-emphasis combination should be entered as a separate program.

Program Type (At least one program type must be selected)

- o **1 Year:** Select if this program is designed to be completed in 1 year by students who enroll for 1 year only. This does not include programs that are not designed to be completed within a single year. For this program type, all students must attend full-time in order to complete the program within 1 year. Do not use this code for any program that is not specifically designed as a 1 year program.
- o **Integrated:** Only available at the Master's Degree level. Integrated applies to any official business school program offered by your school that incorporates both undergraduate and graduate level coursework and culminates in the issuance of a Master's level general business degree. The distinguishing feature of these programs is that the undergraduate and graduate programs are completed concurrently and share a single admission process. This degree is academic in nature and can be incorporated into continuing academic education. These degrees can be terminal or a step in pursuing a higher degree level. (Example: "MBA")
- o **Full-Time (FT)** Select if this program may be completed in full by students that enroll only on a full-time basis. For this program type, all students must attend full-time. Do not use this code for any program that includes part-time students. Use standards your school currently has in place to determine full-time versus part-time enrollment. (For the United States, full-time for undergraduate students is defined as 12 or more semester credits, 12 or more quarter credits, or 24 or more contact hours a week each term. Full-time for graduate students is defined as nine or more semester credits, or nine or more quarter credits, or students involved in thesis or dissertation preparation who are considered full-time by the institution.)
- o **Part-Time (PT)** Select if this program may be completed in full by students enrolled only on a part-time basis. For this program type, students may be enrolled full-time or part-time. Do not use this code for any program that requires full-time enrollment. Use standards your school currently has in place to determine full-time versus part-time enrollment. (For the United States, part-time for undergraduate students is defined as 11 or less semester credits, 11 or less quarter credits, or less than 24 contact hours a week each term. Part-time for graduate students is defined as eight or less semester credits or eight or less quarter credits.) Note that in most cases "Available completely in weekends and/or evenings" also will be selected.
- o **Evenings and Weekends (EW)** Select if this program may be completed in full by students enrolled only in courses taught in the evenings and/or weekends. In most cases, "Available completely on a part-time basis" will be marked if "Available completely in evenings and/or weekends" is marked.
- o **Distance Education (DE)** Select if this program may be completed in full by students enrolled only in courses taught via distance education, including online, defined as any learning system where teaching behaviors are separated from learning behaviors. The learner works alone or in a group, guided by study material arranged by the instructor in a location apart from the students. Include programs in which instruction is delivered via distance education, but testing occurs in face-to-face meetings.
- o **Online** Select Online if this program may be completed in full by students enrolled only in courses taught online. Include programs in which some limited residency is required for orientation or testing. Programs available completely online are also available completely via distance education, so "Distance Education" also should be marked if "Online" is marked. Only select online if the program can be completed in full online. Do not choose online if your program offers individual online courses, but the degree cannot be completed online.
- o **Off-Campus (OC)** Select Off-Campus if this program may be completed in full by students enrolled only in courses taught at locations other than the main business school campus. This includes custom degree programs for corporations that are delivered at their facilities.
- o **Partner** Select Partner if this program involves a formal partnership with another unit on campus, institution or organization to deliver courses required to earn the degree. For bachelor's degree programs, do not include where general education coursework is normally provided outside of the business program.

Reporting Levels

You must complete this section before completing graduate enrollment, admissions, or employment.

In this section, you will choose the level of detail you will use to report the data on graduate degrees and all levels of certificate programs. The selections that you make in reporting levels will determine what questions are asked in the following sections on Enrollment, Degrees Conferred, and Admissions. Please choose the most detailed level of data entry that your school can provide.

There are independent selection levels for the data detail in Enrollment and Admissions. You may elect to provide data for each section at a different level of detail based on the overall data availability at your school.

1. Master's Degrees

Please use the selection boxes to indicate the level of detail you will be reporting for Enrollment, Admissions, and Employment data for your Master's level program(s). The level that you choose for each type of data collection will be in effect for all programs being offered by your school at this education level. You may choose to report at a different level for each Enrollment, Admissions and Employment data. Options have been streamlined this year. The less used low detail options have been removed for data consistency. Options are presented starting with the most detailed level. Please use Option 1-Degree Program if your school is able to provide this information. If your school does not keep records at this level, please provide the highest level of detail possible for your school.

Option	Description
1-Degree Program	With this option you report on each specific degree and field/discipline combination. Example: You would provide separate enrollment data for full and part time students in each program such as MBA in Accounting, MA in Finance, or MS in Marketing.

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2-Degree Title	<p>With this option you report on each specific degree. No further breakdown by field/discipline is allowed.</p> <p>Example: You would provide separate enrollment data for full and part time students in each degree title, such as MBA, MA, MS, or MSM. This level does not separate data based on discipline.</p>
3-MGen/EMBA/MSpec	<p>This option has been discontinued as of the 2016-17 BSQ. With this option you reported one set of data each for Masters-Generalist (MBA), EMBA, and Masters-Specialist. No further breakdown by field/discipline was allowed.</p> <p>Example: You would provide separate enrollment data for full and part time students in each of 3 types of degrees: Masters-Generalist (such as MBA), EMBA (Executive MBA), and Masters-Specialist (such as MAcc). This level did not separate data based on discipline or degree title.</p>

2. Doctoral Degrees and All Certificates

Please use the selection boxes to indicate the level of detail you will be reporting for Enrollment, Admissions, and Employment data for your doctoral and undergraduate/graduate certificate program(s). The level that you choose for each type of data collection will be in effect for all programs being offered by your school at this education level. You may choose to report at a different level for each Enrollment, Admissions and Employment data. Options have been streamlined this year. The less used low detail options have been removed for data consistency. Options are presented starting with the most detailed level. Please use Option 1-Degree Program if your school is able to provide this information. If your school does not keep records at this level, please provide the highest level of detail possible for your school.

Option	Description
1-Degree Program	<p>With this option you report on each specific degree/certificate and field/discipline combination.</p> <p>Example: You would provide separate enrollment data for full and part time students in each program such as PhD in Accounting, PhD in Finance, or DBA in Marketing.</p>
2-Degree Title	<p>With this option you report one set of data for each specific degree/certificate title represented in your programs. No further breakdown by field/discipline is allowed.</p> <p>Example: You would provide separate enrollment data for full and part time students in each degree title, such as PhD, DBA, or DPS. This level does not separate data based on discipline.</p>

Definitions

Enrollment

Students who are currently enrolled and attending classes at an institution

Degrees Conferred

Students who have received a degree in the time frame

Admissions

Students being admitted into a program for the first time

Applications

Number of actionable applications to the program received

Offer of Admission

Number of admission places being offered to those students who submitted applications

Entrants

Number of students offered admission who have entered the program

Example: School receives 1000 applications, sends 250 offers of admission, 175 students accept and become entrants. This is also part of the total enrollment of the school on the census date for the school.

After reading the directions referenced above, if you still have questions, please contact the DataDirect Team at AACSB International (813-769-6500, datadirect@aacsb.edu).