

THE UNIVERSITY OF MICHIGAN  
REGENTS COMMUNICATION

Approved by the Regents  
May 14, 2009

**ACTION REQUEST:** Change the name of the School of Management to the College of Business and concomitant revisions of Regents Bylaws

**EFFECTIVE DATE** July 1, 2009

**Background:**

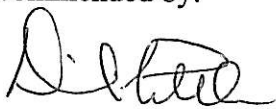
Over the years, the School of Management has expanded its enrollment, program offerings, and the number of full-time faculty. Currently, the student enrollment in the School is about 2000, consisting of about 65% undergraduate and 35% graduate students. The School currently offers the BBA degree at the undergraduate level and eight graduate degree programs and has nearly 50 full-time faculty lines, an approximately 100% increase in the last 10 years. The unit is the second largest academic unit and the largest graduate school on the University of Michigan-Dearborn campus.

A survey of AACSB accredited schools in the United States revealed that nearly 87% of all business schools utilized the term "Business" in their name, with over half of these also being a "College" rather than a "School." This reflects the fact that potential students know what a College or School of Business teaches, but do not always know what is taught in a College or School of Management. We believe such a name change would have very positive impacts on student recruitment and enrollment.

The change of name to the College of Business more clearly describes the subject matter and academic disciplines associated with the degree programs offered. The name is also in conformity with both local and national trends. It provides additional stature, competitive positioning, and prominence to the unit among its peers and within industry, and is the logical next step in the school's maturation and development.

In February 2009, the Executive Committee of the School of Management voted approval of the name change. The faculty of the School of Management endorsed the name change in April 2009. The Council of Deans and the Senior Officers at the University of Michigan-Dearborn have also supported the change. Upon approval of this recommendation, all necessary modification to the Regents Bylaws to reflect this decision will be introduced for subsequent review and approval.

Recommended by:



Daniel E. Little, Chancellor  
University of Michigan-Dearborn

May 2009