

PROPOSAL TO THE SENATE COMMITTEE ON EDUCATIONAL POLICY

TITLE OF PROPOSAL:

Proposal to rename “College of Commerce and Business Administration” to “College of Business.”

SPONSOR:

Avijit Ghosh, Dean, College of Commerce and Business Administration
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BRIEF DESCRIPTION:

By this proposal the College requests approval to change its name from the “College of Commerce and Business Administration, University of Illinois at Urbana-Champaign” to the “College of Business, University of Illinois at Urbana-Champaign.”

JUSTIFICATION:

Please see attached document

BUDGETARY AND STAFF IMPLICATIONS:

No staff implication.

Estimated cost approximately \$7,500 to change certain signage and letterheads immediately on approval. Other publications, letterheads and cards will be changed as need for replacement arises.

CLEARANCES:

The College Executive Committee unanimously approved the proposal.
The College Faculty unanimously approved the proposal.
The College’s Alumni Council unanimously approved the proposal.
The College’s Business Advisory Council unanimously approved the proposal.

The Dean on behalf of the College forwards this proposal.

EFFECTIVE DATE: On approval



Avijit Ghosh

Why the College of Business?

The College of Commerce and Business Administration has a long and enduring history of educational innovations. Over the years it has attracted a remarkably talented and diverse set of faculty, students, and staff. This tradition and a legacy of commitment and support from its alumni and friends have built a strong foundation for this College. As a pioneer in business education in the United States, the College has been the home to leading researchers and educators and has produced many distinguished business leaders. Each of our academic departments and specializations is rated among the very best in its discipline, with the accountancy program consistently ranked as number one.

But no institution can afford to rest on its past laurels. The College must continue to innovate and advance to meet the needs and promote the ambitions of its students, faculty, alumni and administrators and to make the greatest contributions to achieving the goals of the campus. Our agenda for the future must be driven by the goal of excellence: to become and be recognized as one of the world's preeminent institutions of business education. If we are to achieve the preeminence we seek, we must fulfill our mission in a manner that is, in important respects, superior to those of other institutions. In broad terms, this means *our goal must be to create distinctive programs and deliver them with distinction*. In order to achieve our aim, we must pursue a coherent strategy that builds on the strengths of the College and its mission and that recognizes the changing realities of education and scholarship in our field.

We believe that the business schools which will lead the field in the years ahead must focus on technology, entrepreneurship and globalization as central constructs while maintaining excellence in the core disciplinary areas. They must fulfill the critical educational need to prepare a new generation of business leaders who appreciate the important relationship between business and technology, have a deep understanding of how to best nurture innovations and the business ventures that result from them and are prepared to do so in a highly competitive global marketplace. To achieve this goal, the College must expand or create new programmatic initiatives and connect its students, faculty, and programs to the technology commercialization and international initiatives of the University. By combining the campus legacy in science and technology with excellence in business education, we can define a distinctive model of business education and become the dominant college built on that model.

In order to begin the process of renewal and progress, the College has defined a set of goals and program innovations based on meetings and discussions with students, faculty, alumni, corporate friends and university administrators. The College has already begun a number of these programmatic initiatives. During discussions with these constituents it became clear that the words "commerce" and "administration" in the College's name are not consistent with its intellectual focus or its mission. Nor do these terms describe the educational programs offered by the College. As a result, prospective students, corporate recruiters and other external parties find our current name confusing. This confusion is exacerbated by the fact that almost no other business program is called a college or school of commerce.

While in the early part of this century a number of educational institutions teaching business subjects were known as schools or colleges of “commerce,” during the 1960s and 1970s almost all changed their names to schools or colleges of business, to better reflect the shift to academic-oriented, research-based business curricula. The term “commerce” no longer reflects the depth and breadth of the programs conducted by business programs. None of the leading business programs are currently called colleges of commerce. In fact, of the over 400 accredited business programs in the country, only three still retain “commerce” in their names.

Therefore, it became apparent that a change of name was essential to the fulfillment of our mission to raise the College to the highest ranks of business education. The College’s Executive Committee, the Alumni Council, the Business Advisory Council, and the faculty at large have all unanimously endorsed changing our name from the “College of Commerce and Business Administration” to the “College of Business.” The name change is an essential and critical step in reflecting the richness of our intellectual agenda and recognizing the changing realities of education and scholarship in our field. The College requests approval for the change of name from “College of Commerce and Business Administration” to “College of Business.”