

May 4, 2017

To: Riverside Division of the UC Academic Senate
Through: Dylan Rodriguez, Chair
From: Cynthia Larive, Provost and EVC *Cynthia Larive*

Request for name changes for the School of Business Administration

Dear Dylan,

I am forwarding a request from the School of Business Administration to change its name to the School of Business. I enthusiastically support this simple name change, which is in keeping with the national trends.

School of Business
Administration

May 4, 2017

Cynthia K. Larive
Interim Provost & Executive Vice Chancellor,

RE: Proposal to change the name of the School of Business Administration

Dear Cindy,

Enclosed please find our proposal to change our School's name from the School of Business Administration to the School of Business. The justification and rationale for the change are included in the proposal. I consider this change to be a "simple name change" and according to the University Policy (http://www.ucop.edu/institutional-research-academic-planning/files/compendium_sept2014.pdf section III B. 2), I also submitted the proposal to the Divisional Chair for approval.

Enclosed also a request addressed to Dylan Rodriguez for the same purpose. So please forward the request to him.

If you have any question about our proposal, please do not hesitate to call upon me.

Sincerely,



Yunzeng Wang
Dean

School of Business
Administration

May 4, 2017

Dylan Rodriguez
Chair of the Academic Senate, Riverside Division

RE: Proposal to change the name of the School of Business Administration


Dear Dylan,

I am submitting to you the attached proposal to change our School name from the School of Business Administration to the School of Business. I consider this change to be a “simple name change” and according to the “Compendium: University wide Review Processes for Academic Programs, Academic Units, & Research Units” (http://www.ucop.edu/institutional-research-academic-planning/files/compendium_sept2014.pdf section III B. 2) to initiate the process, I need to submit to you a rationale and justification of the name change. If the Divisional Senate approves the simple name change, it is forwarded to the Academic Council Chair.

The proposal has been approved by our school’s executive committee on 1/10/17.

If you have any question about our proposal, please do not hesitate to call upon me.

Sincerely,


Yunzeng Wang
Dean

School of Business Administration

Proposal

Change the name of the “School of Business Administration” to the “School of Business”

In 1970, UCR established the “Graduate School of Administration” that was modeled after UC Irvine and offered courses in Business Administration, Public Administration, Environmental Administration and Educational Administration. In the early 1980s, due to problems in America competitiveness in the global market, businesses looked at academia to address these issues and this is the time when the academic term “administration” was replaced by the more general term of “business management” or simply “business”. The term administration was perceived as conveying “lower level”, processes oriented activities such as book-keeping, form-filling, paperwork whereas “business” is associated with more strategic oriented concepts such as competitiveness, competitive advantage, enterprise, venture, entrepreneurship, professionalism, etc.

Indeed, of the 436 US business school accredited by the Association to Advance Collegiate Schools of Business, 270 are named “College/School of Business”. Only about 10% of the schools are still using the term “administration” in their name and in general, these are the lower ranking schools (see Appendix).

To modernize the name of our school, and to convey a prestigious UC status, we propose to delete the term Administration from our name and formally rename the school to the “School of Business”. We proposed to be known (until an appropriate naming opportunity arises) as the UCR School of Business. Further, internally, we request that the term SoBA is replaced by BUSINESS. Our graduate School would continue to be known as the A. Gary Anderson Graduate School of Management and will be “housed” in the UCR School of Business as the umbrella entity for our undergraduate and graduate programs.

Appendix

School/College "Generic" Name	#
College of Business	137
School of Business	133
College of Business Administration	35
School of Management	32
School of Business Administration	17
Business School	14
Graduate School of Business	12
Graduate School of Management	11
College of Business and Economics	6
School of Business and Economics	6
Graduate School of Business Administration	3
School of Commerce	3
College of Business and Public Administration	2
College of Business and Public Affairs	2
International Business School	2
College of Business & Applied Sciences	1
College of Business & Economics	1
College of Business & Entrepreneurship	1
College of Business & Public Administration	1
College of Business Administration and Graduate School of Management	1
College of Business and Behavioral Science	1
College of Business and Industry	1
College of Business and Technology	1
College of Commerce and Business Administration	1
Graduate School of International Business	1
School of Business and Accountancy	1
School of Business and Leadership	1
School of Business and Management Sciences	1
School of Commerce, Economics and Politics	1
School of Global Management	1
AACSB Accredited US Schools	436