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November 13, 1997

FOR IMMEDIATE RELEASE:

EASTERN TO OFFER B.S.B. IN BUSINESS ADMINISTRATION AT PARKLAND

CHARLESTON -- A year-and-a-half of effort paid off this week when the Illinois Board of Higher Education granted Eastern Illinois University the authority to offer a B.S.B. in Business Administration on the campus of Parkland Community College, located in Champaign.

"We are extremely pleased to be able to meet the needs and aspirations of students in central Illinois," said Terry Weidner, interim provost and vice president for academic affairs at EIU. "We've worked toward this opportunity for a long time."

The program will offer graduates of associate degree programs a broad business background while meeting the scheduling needs of non-traditional working students with evening/weekend classes. Since Eastern already offers an M.B.A. program at Parkland, the B.S.B. program will also meet the transitional needs of those students who hold an associate's degree and who plan to seek their M.B.A.

Parkland College initially invited Eastern to develop the B.S.B. program as a result of the college's assessment of the continuing educational needs of its students.

"Parkland's alumni and other district residents will benefit from Eastern's business degree being offered on our campus," said Parkland President Zelema Harris. "So many of us have looked

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forward to providing another opportunity for our students to complete the four-year degree. Eastern's administration and faculty are to be commended for articulating this need to the Illinois Board of Higher Education."

Eastern worked cooperatively with Parkland in planning and developing the proposed program, while the University of Illinois, Urbana-Champaign, guaranteed use of its commerce library facility for participating students. Courses will be taught by full-time Eastern faculty from Eastern's Lumpkin College of Business and Applied Sciences and may, in the future, utilize distance learning technology.

EIU's School of Adult and Continuing Education will be responsible for course and program support, including scheduling, advising and technical support. Admission and degree requirements will be the same as current Eastern policies.

The curriculum of the B.S.B. in Business Administration at Parkland will provide needed in-depth training in the areas of accounting, finance, management, marketing, and computer information systems and operations management. Eastern will offer 48 semester hours in the major in sequence so that a student will be able to complete the degree in six consecutive semesters. Students with an associate in science or associate in arts degree will have met Eastern's lower-division general education requirements.

Eastern anticipates an enrollment of 30 students in its first year, beginning Fall 1998, and an increase of approximately 30 students per year after that.