

Similar Program 3	CIP: 52.0201
Institution:	Eastern Kentucky University (EKU)
Program Name:	Bachelor of Business Administration (BBA) with a <i>track</i> in Global Supply Chain Management
Comparison of Objectives/Focus/Curriculum to Similar Programs: <i>Explain the differences in curriculum, focus, and/or objectives. If the proposed program curriculum does not differ substantially from existing programs, then <u>describe potential collaborations with other institutions.</u></i>	Both the EKU and UofL business programs are accredited by the same organization, the Association to Advance Collegiate Schools of Business (AACSB), so the core business curriculums are similar. EKU also offers an online option, whereas the UofL program will initially be developed and delivered in a traditional in-person classroom environment. Once the UofL program is established, the demand for an online option will be assessed. While both business programs require 120 total credit hours to graduate, the EKU degree is offered as a <i>track</i> in a broader BBA curriculum and classified by the Kentucky Council on Postsecondary Education (CPE) as a General Business Administration and Management program. The proposed UofL program is a BSBA degree dedicated to the supply chain management field of study and is classified as a Logistics, Materials and Supply Chain Management instructional program by the KY CPE. The EKU supply chain management track requires 21 credit hours of supply chain concentration courses (Registrar - Eastern Kentucky University). The proposed UofL BSBA program is more comprehensive and academically rigorous, requiring 27 credit hours of coursework in the supply chain management field. The proposed UofL curriculum also requires upper-level mathematics, including courses in business calculus and data analytics. The EKU curriculum requires a course in college algebra. UofL and EKU can collaborate to support seamless transfer of classes between programs by reviewing the most recent supply chain management course offerings for equivalency (within the institutions transfer policy guidelines).
Comparison of Student Populations: <i>Describe how your target student population is different from those</i>	Academic quality, job placement and affordability are the three key factors that influence a student's

at other institutions and explain how your program reaches this new population (e.g. the proposed program is completely online while other programs are face-to-face or hybrid).

college choice ([Factors That Influence Student College Choice](#)). UofL's status as an R1 university, powerful partnerships with local businesses, and diverse student population will attract students interested in the supply chain management degree.

UofL is designated an R1 university and is ranked #179 on the 2025 list of top colleges and universities in the USA ([2025 Best National Universities | US News College Rankings](#)). EKU is not designated as a research university and was ranked #315 in 2025. Students often use these rankings to inform the college selection process. Also, students interested in participating in groundbreaking research projects would have greater access to research opportunities at UofL, an R1 designated university, than at EKU.

EKU and UofL attract students from different geographic regions. Approximately 80% of EKU's student enrollment originates from within KY. The primary counties serviced include Madison (13.2%), Fayette (12.1%), Jefferson (5.7%), Laurel (4.1%), and Pulaski (3.3%) ([Tableau Report - Postsecondary Feedback Report](#)). In contrast, 68% of UofL's student population originated from within KY. The primary counties serviced included: Jefferson (55.2%), Hardin (3.8%), Oldham (5.6%), and Bullitt (4.2%).

UofL students can participate in Metropolitan College program, a partnership with UPS. This work experience allows students to earn a degree while incurring minimum loan debt. Students also gain firsthand experience in the supply chain industry and are better prepared for the next stage of their career.

Finally, an appreciation and understanding of cultural differences is very important in today's global economy. UofL is a large urban campus with a larger (+25%) undergraduate student population than EKU ([Undergraduate Enrollment - Ky. Council on Postsecondary Education](#)).

In terms of demographics, UofL's student body is approximately 60% White, 14% Black or African American, 8% Hispanic or Latino, 6% Asian, 5% two

	or more races, 5% Non-resident alien, 2% other/unknown (Just the Facts). Total enrollment by race/ethnicity at ECU as of 2023 is approximately 80% White, 6% Black, 5% Hispanic or Latino, 5% two or more races, 1% Asian, 3% other/unknown (Eastern Kentucky University Data USA). Because UofL's student body is more diverse than the student body at ECU, UofL students have more opportunities to engage and share experiences with students from different backgrounds. This engagement provides a richer educational experience.
Access to Existing Programs: <i>Explain how/why existing programs cannot reach your target population and/or provide evidence that existing programs do not have the capacity to meet current student demand (e.g. the number of students on enrollment waiting list).</i>	Due to the proximity of UofL, a significant number of students could access the UofL program without the requirement to relocate and incur additional housing expenses. Furthermore, due to the large number of employers in the Louisville area, students will have access to a wide variety of internship, networking, and career opportunities. Students also have greater access to part-time employment opportunities to supplement their income and offset educational expenses.
Feedback from Other Institutions: <i>Summarize the feedback from colleagues at institutions with similar programs.</i>	Supportive of the program. Noted that immediate access to business leaders and partnership opportunities in the Louisville area will provide exceptional learning opportunities for students in the UofL program.