

MBA

(R)

PROCESS A NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL

SCC #02-03- 131

Deadlines:

Regular proposals: October 18, 2002 to be implemented Fall 2003; Short-Term proposals: December 6, 2002 to be implemented Fall 2003
Regular proposals: February 14, 2003 to be implemented Spring 2004; March 21, 2003 short-term courses to be implemented Spring 2004

PROPOSAL TITLE: Change Course Requirements for MBA Program

Sponsor(s): Joel Rudin E-Mail: rudin@rowan.edu Ext: 5429
E-Mail: _____ Ext. _____
E-Mail: _____ Ext. _____
E-Mail: _____ Ext. _____

DEPARTMENT: Accounting & Finance/Management and MIS/Marketing

COLLEGE: Business

If Liberal Arts & Sciences CHECK : History/Humanities Math/Sciences Social/Behavioral Sciences

UNDERGRADUATE GRADUATE

THE ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

- New non-gen-ed course
- Non-gen-ed degree requirements
- Short-term non-gen-ed course
- Major
- Minor curricular changes (fewer than three)
- Minor, specialization, concentration, track, certificate program
- Existing non-gen-ed course

The following signatures REPRESENT APPROVAL

Department Chair: [Signature] Date: 2/13/03

Department Curriculum Chair: [Signature] Date: 2/13/03

Academic Dean: [Signature] Date: 2-12-03

College Curriculum Chair: [Signature] Date: 2/13/03

College Curriculum Committee OPEN HEARING Date: 4/22/03 Approved Not Approved

UNIVERSITY CURRICULUM COMMITTEE

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement/Vote: 6-26-03

Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 9/1/03

Approved ~ Not Approved due to the following: Student Cr Hrs Faculty Load Hrs Equalized Cr Hrs

REGISTRAR

Date: 9/10/03 Course Description Received & Approved ~ Hegis Taxonomy & Course #: _____

Registrar Signature: [Signature]

NOTIFICATION FORWARD

SCC Chair Academic Dean Department Chair Registrar _____ Sponsor(s) _____

CAP, IR. 9/20/03

Details

Remove 0507.500 Managerial Decision Making Tools to the list of required courses.
Remove 0506.501 Advanced Operations Management and Strategy from the list of required courses to the list of Business electives.
Increase the number of hours of Business electives from 6 to 9.

Sponsors

Joel Rudin, Department of Management/MIS
Manuel Pontes, Department of Marketing
Stephanie Weidman, Department of Accounting and Finance

Course Level

Graduate (MBA)

Rationale

This proposal seeks to bring Rowan's MBA program into closer conformity with its regional AACSB-accredited competitors. Increasing the number of electives will address a long-standing complaint of students. Replacement of Advanced Operations Management and Strategy with Managerial Decision Making Tools will facilitate the accumulation of enough quantitative knowledge to succeed in the MBA program while allowing those students with a special interest in logistical issues to choose Advanced Operations Management as an elective.

Curricular Effect

The total number of semester hours in the program will remain the same, but the total number of courses required to graduate will increase by one. (This is possible because separate curriculum proposals reduce the number of semester hours in two 4.5-credit courses to 3 credits each.)

Revised MBA Curriculum

The revised curriculum is as follows:

Required Courses.....27 S.H.

- 0501.518 Integrative Managerial Skills
- 0503.500 Managerial Accounting
- 0504.500 Managerial Finance
- 0506.500 Organization Behavior and Theory
- 0506.502 International Business and Society

- 0507.500 Managerial Decision Making Tools
- 0509.500 Marketing Management
- 0702.500 Issues in Management Information Systems
- 0501.521 Integrative MBA Seminar

Business Electives.....9 S.H.

Elective courses permit the MBA student to tailor the program to special needs for career development. These elective courses can be focused in areas such as Finance, Management or MIS. Students are also permitted to take elective courses from other Rowan graduate programs, such as engineering, public relations, and school administration. Electives outside the Rowan MBA program must have the approval of the MBA program director. Business electives include:

- 0501.600 Special Topics in Business Administration
 - 04.512 Capital Budgeting
- 0504.516 Issues in Finance
- 0504.600 Investment/Portfolio Analysis

- 0506.501 Advanced Operations Management and Strategy
- 0506.503 Organization Development
- 0506.601 Strategic Planning for Operating Managers
- 0507.600 Business Forecasting

0509.600 International Marketing

0702.510 Expert Systems for Business

2204.541 Managerial Economics

(Students may elect as many as two special topics courses.)