

ROWAN UNIVERSITY CURRICULUM PROPOSAL



PROPOSAL TITLE: Senior Business Seminar

CHECK APPROPRIATE: UNDERGRADUATE GRADUATE SEMESTER HOURS

SPONSOR(S): Robert Lynch, Burke Waste College George Parnas

DEPARTMENT/TELEPHONE # College of Business

CHECK ONE: COURSE MINOR PROGRAM CONCENTRATION SPECIALIZATION

ACHIEVEMENT CERTIFICATE CERTIFICATION PROGRAM MAJOR PROGRAM

Step #1 (Department)	Step #2 (Receipt)	Step #3 (School)
<input checked="" type="checkbox"/> Approved (Date) <input type="checkbox"/> Not Approved (Date) Dept. Curriculum Chr. <u>2/2/98</u> Reviewed (Date) Dept. Chr.	SCC# <u>97-98-244</u> <u>2-20-98</u> Date Received Senate Senate Curriculum Chr.	Reviewed Date: <u>3/3/98</u> <input type="checkbox"/> Recommend to Approved <input type="checkbox"/> Recommend NOT to Approve Forward for Open Hearing: <input checked="" type="checkbox"/> WITHOUT Reservations <input type="checkbox"/> WITH Reservations: Comments: School Committee Chr.

Step #4 (Academic Dean): Recommended NOT Recommended Conditionally Recommended (See Comments)

Comments:

Dean Signature/Date:

Step #5 (Senate Curriculum Committee): Open Hearing Date: 4/17/98 Approved by Curriculum Committee Date: 4/7/98

Returned to Sponsor(s) for the following reason:

Step #6 (Senate) Date announced/voted on at Senate: 4/28 If voted on: Approved NOT Approved

Date forwarded to Executive Vice President/Provost: 5/11/98

Senate Curriculum Committee chair Signature/Date: 5/8/98

Step #7 (Executive Vice President/Provost): Date Received _____

___ Approved

___ NOT Approved If no, reasons are as follows:

Student Credit Hours _____

Faculty Load Hours _____

Equalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date) _____

Executive Vice President/Provost Signature _____

Registrar

Date Approved Course Description Received _____

Hegis Taxonomy and Course Number Assigned _____

Date/Signature of Registrar _____

Notification Forward:

_____ Senate Curriculum Committee Chairperson

_____ Department Chairpersons

_____ Academic Dean(s)

_____ Registrar

_____ Sponsor(s)

COLLEGE OF BUSINESS ADMINISTRATION
Interdisciplinary

New Course Proposal
Senior Business Seminar

1. Details

- a. **Course Title:** Senior Business Seminar
- b. **Sponsors:** Robert Lynch, Management/MIS Department, Berhe Habte-Giorgis, Marketing Department, George Romeo, Accounting & Finance Department, Robert Fleming, Management & MIS.
- c. **Credit Hours:** 3
- d. **Course Level:** Undergraduate—Senior
- e. **Curricular Effect:** Elective course open to multi-discipline group of Deans list students on an invitation basis--the course will bridge theory and practice, integrating the interdisciplinary knowledge of students with the experience of regional CEO's and corporate officers in the study of regional businesses.
- f. **Prerequisites:** Completion of the core curriculum and general education requirements and completion of a minimum of 12 hours in one of the five College of Business specializations. Admission by permission of instructor.
- g. **Suggested Time of Implementation:** Fall 1998
- h. **Adequacy of Staff and Resources:** The course will be taught by the Dean and supported in selected lectures by the faculty.
- i. **Library Resources:** Current library resource and resources available through the Internet are adequate.

2. Rationale

The College of Business mission stresses enrichment of the learning process by integrating the business community and the business school by combining critical thinking, theory and practice. This course will focus on learning to apply the latest interdisciplinary and theoretical knowledge to real issues facing companies in the region. Corporate executives from: Campbell Soup, ICI, OkiData, Siemens, Caesar's, West Jersey Health Care, Bank of Gloucester County and others will present real, ongoing case studies of issues facing their companies and the class. Students will explore in class with the corporate executive possible

approaches and solutions to the issues/problems.. The course will include study of the market structure within which these companies compete, competitive strategies, customers, and sources of supply--all of which would bear on the strategic issue being addressed. The instructor will act as discussion leader with other faculty contributing as experts in their fields.

3. Essence of the Course

a. The objectives

As a result of this course students will:

1. Improve skills in integrating and applying theory at the operating level
2. Improve abilities to make decisions under conditions of risk and uncertainty.
3. Improve communication skills
4. Gain a clearer understanding of the complexities and interfunctional implications of business decisions.
5. Gain a greater familiarity with the major employers in the region, their competitors, suppliers and customers.
6. Improve problem solving skills
7. Familiarization with real-world management practices

b. Topical outline/contents

The course will be conducted as a seminar. Students will be expected to become familiar with the theories of Michael Porter (market structure), Stephen Wheelwright (manufacturing and technology strategies) and Heidrick Smith (comparative economic, political and business systems) as well as engage in topical reading and research on the Internet.

The course will study 10 companies and the industries within which they compete. It will examine the multiplicity of resources: HR, IS, Mfg., Mktg., Operations, Sales, Accounting and Finance which bear on daily operating decisions

Individual students or groups of students will be responsible for industry structure presentations for each guest.

c. Evaluation and Grading

Students will be evaluated based upon:

- Weekly quizzes on current events and leaders in business
- Class participation
- Presentations (communication: visual, verbal, written)

d. Course Evaluation

Appropriate outcomes assessment tools will be employed to assess achievement of course objectives.

4. Consultation

Faculty in all 3 Departments and all 5 Specializations as well as industry executives have been consulted and are supportive of the proposal.

CATALOG DESCRIPTION

SENIOR BUSINESS SEMINAR

Credit hours: 3

This course will focus on personal discussion and interaction between students and the CEO's and corporate officers of companies in the region. Typical companies would include: Campbell Soup, OkiData, Bank of Gloucester County, Siemens and Mannington Mills amongst others. Course emphasis will be on applying cumulative, integrated business theory to real and current issues of the companies participating. Course work will involve the study of industry structure and current business events affecting companies in our region.

Prerequisites: Completion of all business core and general education requirements and completion of a minimum of 12 hours in one of the five College of Business specializations. Admission by permission of instructor.