

Faculty Senate Curriculum Committee

Approval Form

Proposal Title: Curriculum Changes in Core Requirements

Sponsor(s): Robert D. Lynch Dept.: School of Business Administration

Check one: [] Course [] Specialization [] Concentration [] Achievement Certificate [] Certification Program [] Major Program [x] Minor Change (please name: deletion or credit/title/catalog change)

[x] Undergraduate [] Graduate ___ Credit Hours

Step 1 (Department) [x] Approved 11/14/85 [] Not Approved [] Reviewed Dept. CC Chairperson: Robert D. Lynch

Step 2 (Receipt) SCC# 85-86-27 Proposal Received 11/15/85 Chairperson, SCC: Brenda A. Bolay

Step 3 (School CC) Reviewed 11/14/85 [x] Approved [] Not Approved Comments: Chairperson, School Curr. Comm.: Robert D. Lynch

Step 4 (Academic Dean) Comn Reviewed Date Signature, Dean of School

Step 5 (SCC) Open Hearing Date [x] Approved by Senate Curriculum Committee Date [] Returned to sponsor(s) for the following reasons:

Step 6 (Faculty Senate) Presented to Faculty Senate: Date [x] Approved [] Not Approved Notification to Vice-President Academic Affairs 11/13/86 Date Chairperson, SCC: Brenda A. Bolay

Step 7 (Vice-President for Academic Affairs)

Received 2/13/04
Date

Approved Yes No

If no, reasons are as follows:

*PROGRAM STRUCTURE
CHANGE*

Student credit hours NA

Faculty load hours NA

Equalized credit hours NA

Official copy and approval sheet filed _____
Date

Signature *[Signature]*
Vice-President for Academic Affairs

Registrar

Approved course description received _____
Date

Hegis Taxonomy and Course Number assigned _____

Signature _____
Registrar Date

Notification forwarded: Senate Curriculum Committee Chairperson, Department Chairperson(s),
Academic Dean(s), Registrar, Sponsor(s).

TRANSMITTAL 4/15/06

SCHOOL OF BUSINESS ADMINISTRATION
PROPOSAL FOR CURRICULUM CHANGES IN CORE REQUIREMENTS

1. Details

- a. Title: Curriculum Changes in Core Requirements
- b. Sponsors: School of Business Administration, Robert D. Lynch
- c. Scope: The present core consists of 11 courses (33 sh). This proposal provides for dropping three courses, adding two courses, and revising one course. This change will affect all Business Majors.
- d. Relationship to the curriculum: Core area
- e. Prerequisites: Specified in individual course requirements
- f. Suggested time of implementation: Fall, 1986
- g. Resource requirements: No additional resources are required

2. Rationale: The School of Business Administration has adopted as a goal, accreditation by the American Assembly of Collegiate Schools of Business. During the 1983-84 academic year three consultants completed a program review of the curriculum. The changes reflect some of these recommendations. All changes are made relative to the following guidelines published by AACSB as requirements for a "common body of knowledge" to be obtained by business school students:

- a. a background of the concepts, processes, and institutions in the production and marketing of goods and/or services and the financing of the business enterprise or other form of organization.
- b. a background of the economic and legal environment as it pertains to profit and/or nonprofit organizations along with consideration of the social and political influences as they affect such organizations.
- c. a basic understanding of the concepts and applications of accounting, of quantitative methods, and information systems.
- d. a study of organization theory, behavior, and inter-personal communications.
- e. a study of administrative processes under conditions of uncertainty including integrating analysis and policy determination at the overall management level

3. Essence: The goals of the Business Administration Program are to comply with the guidelines as provided by AACSB and detailed under the Rationale (above). Changes in the core are proposed as follows:

- a. Drop "Law I" and "Law II" and add a new course "The Legal Environment of Management." (see new course proposal)
(It was advised that the legal requirement could be met with one three-credit course)
- b. Drop "Principles of Management Science" and add "Production and Operations Management." (see course name change proposal)
(It was advised that quantitative courses now required, i.e. "Statistics I" and "Calculus T & A" were adequate and that a production course was necessary.)
- c. Revise "Business Management Simulation" and change name to "Business Policy." (see course revision proposal)
(It was advised that this change was necessary to comply more closely with the guidelines.

These changes will result in a reduction in the core from 11 courses to ten courses (30 sh). A side-by-side compararison of these changes is shown in the appendix attached to this proposal.

Consultations: The following consultants were used in the program evaluation process: Dr. Ephraim Smith, Dean, School of Business, Cleveland State University; Dr. Irwin D. Reid, Dean, School of Business, University of Tennessee; Dr. Robert Burnett, Training Director & Human Resource Management Specialist, Smith Kline Beckman.

APPENDIX

BUSINESS ADMINISTRATION
APPROVED CURRICULUM---AS OF FALL, 1985

GENERAL ED	CREDIT HOURS	REQUIRED COURSES	
Communications	9	3 COMM I OR EXPOSITORY WRITING 3 PUB SPKG OR INTER SPCH COMM 3 OPEN	
Math & Science	12	3 CALCULUS TECHN & APPICATIONS 3 STATISTICS I 3 INTRO TO COMPUTER SCIENCE 3 (SCIENCE OR COMPUTER SCIENCE)	
Social & Behavior Science	12	3 MACROECONOMICS 3 MICROECONOMICS 6 (PSYCHOLOGY & SOCIOLOGY RECOM)	
HISTORY, HUMANITIES, LANGUAGE	12	12 (MAX 6 HRS ANY DISCIPLINE)	
ART	3	3 OPEN	
TOTAL GEN ED	48		
FREE ELECTIVES	15		
PHYSICAL ED	3		
BUSINESS COURSES APPROVED AS OF FALL, 1985		BUSINESS COURSES PROPOSED AS OF FALL, 1986	
CORE		CORE	
ACCOUNTING I & II	6	ACCOUNTING I & II	6
LAW I & II	6	LEGAL ENVIRON OF BUS	3*
PRINCIPLES OF MGMT	3	PRINCIPLES OF MGMT	3
PRINCIPLES OF MKTG	3	PRINCIPLES OF MKTG	3
PRIN OF MGMT SCI	3	OPERATIONS MGMT	3**
PRINCIPLES OF FINANCE	3	PRINCIPLES OF FINANCE	3
ORGANIZATIONAL BEHAV	3	ORGANIZATIONAL BEHAV	3
MGMT INFO SYSTEMS	3	MGMT INFO SYSTEMS	3
BUS MGMT SIMULATION	3	BUSINESS POLICY	3*
TOTAL CORE	33		30
SPECIALIZATIONS	27		30
TOTAL BUSINESS	60		60
TOTAL REQUIREMENTS	126		126

SPECIALIZATIONS-BUSINESS ADMINISTRATION

APPROVED AS OF FALL, 1985

PROPOSED AS OF FALL, 1986

ACCOUNTING

INTERMEDIATE ACCTG I	3	INTERMEDIATE ACCTG I	3
INTERMEDIATE ACCTG II	3	INTERMEDIATE ACCTG II	3
COST ACCTG I	3	COST ACCTG I	3
COST ACCTG II	3	COST ACCTG II	3
ADV ACCTG I	3	ADV ACCTG I	3
ADV ACCTG II	3	ADV ACCTG II	3
INTRO TO FED TAX	3	LAW FOR ACCOUNTANTS	3*
TAXATION FOR ACCTS	3	INTRO TO FED TAX	3
AUDITING	3	TAXATION FOR ACCTS	3
		AUDITING	3
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TOTAL ACCOUNTING	27		30

FINANCE

INTERMEDIATE ACCTG I	3	INTERMEDIATE ACCTG I	3
INTERMEDIATE ACCTG II	3	INTERMEDIATE ACCTG II	3
MANAGERIAL FINANCE	3	STATISTICS II	3
LONG TERM ASSET MGMT	3	MANAGERIAL FINANCE	3
INVEST/PORTFOLIO ANAL	3	LONG TERM ASSET MGMT	3
BANKING	3	INVEST/PORTFOLIO ANAL	3
INTRO TO MON/CAP MKTS	3	BANKING	3
INTRO TO FED TAX	3	INTRO TO MON/CAP MKTS	3
TAXATION FOR ACCTS	3	INTRO TO FED TAX	3
		TAXATION FOR ACCTS	3
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TOTAL FINANCE	27		30

MARKETING

(REQUIRED)		(REQUIRED)	
MKTG & CONS BEHAV	3	MKTG & CONS BEHAV	3
RESEARCH METHDS IN MKTG	3	RESEARCH METHDS IN MKTG	3
SEMINAR IN MKTG	3	ADVERTISING & PROM MGMT	3*
		SEMINAR IN MKTG	3
(CHOOSE 12 HOURS)		(CHOOSE 12 HOURS)	
SALES FORCE MGMT	3	SALES FORCE MGMT	3
PHYS DIST & CHAN MGMT	3	PHYS DIST & CHAN MGMT	3
PROD,PR, NEW VENT MGMT	3	PROD,PR, NEW VENT MGMT	3
INTERNATIONAL MKTG	3	INTERNATIONAL MKTG	3
RETAILING	3	RETAILING	3
INTRO TO ADVERTISING	3		
		BUSINESS ELECTIVES	6
BUSINESS ELECTIVES	6		-----
	-----	TOTAL MARKETING	30
TOTAL MARKETING	27		-----

SPECIALIALIZATIONS-BUSINESS ADMINISTRATION(CONT)

APPROVED AS OF FALL, 1985

PROPOSED AS OF FALL, 1986

RETAILING

(REQUIRED)

MKTG & CONS BEHAVIOR	3
RESEARCH METHODS	3
RETAILING	3
RETAIL BUY & MERCHDZG	3
RETAIL SALES PROM	3
INTRO TO ADV	3

SPECIALIZATION DROPPED

(CHOOSE 3 HOURS)

INTERMED ACCTG I	3
INTERMED ACCTG II	3
SEMINAR IN MKTG	3
SUPERVISED INTERNSHP	6

BUSINESS ELECTIVES 6

TOTAL RETAILING 27

MANAGEMENT INFORMATION SYSTEMS

(REQUIRED COURSES)

PRIN OF SYSTEM DESIGN	3
PROGRAMMMING IN COBOL	3
ORGAN CHNG & DEVEL	3
ADV SYSTEMS DESIGN	3
DESIGN OF DATA BASE SYS	3

(REQUIRED COURSES)

PRIN OF SYSTEM DESIGN	3
PROGRAMMMING IN COBOL	3
ORGAN CHNG & DEVEL	3
DECISION SUP SYSTEMS	3**
DESIGN OF DATA BASE SYS	3
STATISTICS II	3
SEMINAR IN MIS	3*

(CHOOSE 6 HOURS)

ORGAN & SYS MGMT	3
COMPUTERS & PROGRAMMING	3
PROGRAMMING LANGUAGES	3
MANAGEMENT OF PERSONNEL	3
INDUSTRIAL MGMT I	3
SUPERVISED INTERNSHIP	3

(CHOOSE 3 HOURS)

MANAGERIAL FINANCE	3
COST ACCOUNTING I	3
PRIN OF MGMT SCIENCE	3

(CHOOSE 3 HOURS)

ADV PROGRAMMG IN COBOL	3
STRUCT PROG IN PASCAL	3
DATA STRUCT & ALGORITHM	3
PROGRAMMING LANGUAGES	3

BUSINESS ELECTIVES 6

BUSINESS ELECTIVES 3

TOTAL MANAGEMENT INFORM 27

30

SPECIALIZATIONS-BUSINESS ADMINISTRATION(CONT)

APPROVED AS OF FALL, 1985

PROPOSED AS OF FALL, 1986

INDUSTRIAL MANAGEMENT

MANAGEMENT (CONTAINS 3 TRACKS)

(REQUIRED)
 INDUSTRIAL MGMT I 3
 MGNT OF PERSONNEL 3
 INDUSTRIAL MGMT II 3

(REQUIRED)
 MANAGERIAL FINANCE 3
 MGNT OF PERSONNEL 3
 LABOR RELATIONS 3

(CHOOSE 12 HOURS)
 ORGAN & SYS MGMT 3
 LABOR ECONOMICS 3
 LABOR RELATIONS 3
 PRIN OF SYS DESIGN 3
 MANAGERIAL FINANCE 3
 MGNT OF COMPENSATION 3
 SUPERVISED INTERNSHIP 3

(INDUSTRIAL MGMT TRACK-9HRS)
 ORGAN CHANGE & DEV 3
 QUAL CNTRL/INDUS PRODS 3
 PRIN OF MGMT SCIENCE 3

(HUMAN RESOURCE MGMT TRACK-9HRS)
 LEGAL ASPECTS OF PERS 3
 MGNT OF COMPENSATION 3
 ORG CHG & DEV 3

BUSINESS ELECTIVES 6

 TOTAL IND MGMT 27

(SMALL BUSINESS TRACK-9HRS)
 SMALL BUSINESS OPR/FIN 3
 RETAILING 3
 SMALL BUSINESS SEMINAR 3

HUMAN RESOURCE MANAGEMENT

MGMT ELECTIVES (CHOOSE 6 HOURS)

(REQUIRED COURSES)
 MGNT OF PERSONNEL 3
 LABOR ECONOMICS OR
 LABOR HISTORY 3
 LABOR RELATIONS 3
 MGNT OF COMPENSATION 3
 LEGAL ASPECTS OF PERS 3

MANPOWER ECONOMICS 3
 LABOR ECONOMICS 3
 SUPERVISED INTERNSHIP 6
 COOP 3-6
 INDEPENDENT PROJECT 3-6
 LONG-TERM ASSET MGMT 3
 COST ACCTNG I 3
 PRIN OF SYS DESIGN 3
 BUSINESS ETHICS 3
 U S LABOR HISTORY 3
 INDUSTRIAL PSYCHOLOGY 3
 OCCUPATIONAL SAFETY 3
 ANY TRACK COURSE 3

(CHOOSE 6 HOURS)
 PUBLIC PERS ADMIN 3
 ORGAN & SYS MGMT 3
 INDUST MGMT I 3
 INDUST MGMT II 3
 LABOR HISTORY 3
 LABOR ECONOMICS 3
 MANPOWER ECONOMICS 3
 INDUSTRIAL PSYCHOLOGY 3
 BUSINESS ETHICS 3
 SUPERVISED INTERNSHIP 6
 COOP 3-6
 INDEPENDENT STUDY 3-6

BUSINESS ELECTIVES 6

TOTAL MANAGEMENT 30

BUSINESS ELECTIVES 6

 TOTAL PERSONNEL MGMT 27

 INDUSTRIAL MANGEMENT & HUMAN
 RESOURCE MANAGEMENT SPECIALIZATIONS
 DROPPED

SPECIALIZATIONS-BUSINESS ADMINISTRATION(CONT)

APPROVED AS OF FALL, 1985

PROPOSED AS OF FALL, 1986

SMALL BUSINESS MANAGEMENT

(REQUIRED)

SMALL BUS OPER/FIN	3
MGMT OF PERSONNEL	3
RETAILING	3
SMALL BUSINESS SEMIANR	3

SPECIALIZATION DROPPED

(CHOOSE 9 HOURS)

ORGAN CHANGE & DEV	3
LEGAL ASPECTS OF PERS	3
ORGAN & SYS MGMT	3
INDUST MGMT I	3
INDUST MGMT II	3
ADVERTISING	3
LEGAL ASPECTS OF PERS	3
CAPITAL BUDGETING	3
SUPERVISED INTERNSHIP	6
COOP	3-6

BUSINESS ELECTIVES 6

TOTAL SMALL BUSINESS 27

* NEW COURSES PROPOSED AS OF FALL, 1986

** COURSE NAME CHANGES PROPOSED AS OF FALL, 1986