

ROWAN COLLEGE
CURRICULUM COMMITTEE

3506-430

(2)

PROPOSAL TITLE: Business Field Research Experience

UNDERGRADUATE GRADUATE 3 CREDIT HOURS

SPONSOR(S): Robert D Lynch 403

DEPARTMENT & TELEPHONE# Management / MIS

CHECK ONE: COURSE MINOR PROGRAM CONCENTRATION SPECIALIZATION
 ACHIEVEMENT CERTIFICATE CERTIFICATION PROGRAM MAJOR PROGRAM

<p>STEP #1 (DEPARTMENT)</p> <p><input checked="" type="checkbox"/> APPROVED/DATE: <u>12/13/95</u></p> <p><input type="checkbox"/> NOT APPROVED/DATE:</p> <p><u>John Doe</u> DEPT. CURRICULUM CHR.</p> <p><input checked="" type="checkbox"/> REVIEWED/DATE: <u>2/20/96</u></p> <p><u>Deane Hamilton</u> DEPT. CHR.</p>	<p>STEP #2 (RECEIPT)</p> <p>SCC# <u>15-96-145</u></p> <p>DATE RECEIVED:</p> <p><u>Donald J. Gochen</u> SENATE CURRICULUM CHR.</p>	<p>STEP #3 (SCHOOL)</p> <p>REVIEWED DATE: <u>03-04-96</u></p> <p><input checked="" type="checkbox"/> RECOMMEND TO APPROVE</p> <p><input type="checkbox"/> RECOMMEND NOT TO APPROVE</p> <p>FORWARD FOR OPEN HEARING</p> <p><input type="checkbox"/> WITHOUT RESERVATIONS</p> <p><input type="checkbox"/> WITH RESERVATIONS</p> <p>COMMENTS:</p> <p><u>John Doe</u> SCHOOL COMMITTEE CHR.</p>
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STEP #4 (ACADEMIC DEAN) COMMENTS:

RECOMMEND

NOT RECOMMEND

CONDITIONALLY RECOMMEND (SEE COMMENTS)

DATE & SIGNATURE, DEAN OF SCHOOL: Ann [Signature]

STEP #5 (SENATE CURRICULUM COMMITTEE)

DATE OF OPEN HEARING 5/8/96

APPROVED BY SENATE CURRICULUM COMMITTEE (DATE) 5/8/96

RETURNED TO SPONSOR(S) FOR THE FOLLOWING REASONS:

STEP #6 (SENATE)

PRESENTED TO SENATE APPROVED NOT APPROVED

NOTIFICATION TO EXECUTIVE VICE PRESIDENT/PROVOST (DATE)

SENATE CURRICULUM COMMITTEE CHAIR SIGNATURE/DATE: Donald J. Gochen 4/3/97

STEP #7 (EXECUTIVE VICE PRESIDENT/PROVOST)

DATE RECEIVED APR 22 1997

APPROVED: YES NO

IF NO, REASONS ARE AS FOLLOWS:

STUDENT CREDIT HOURS 3

FACULTY LOAD HOURS 3

EQUALIZED CREDIT HOURS _____

OFFICIAL COPY & APPROVAL SHEET FILED (DATE) APR 22 1997

SIGNATURE, EXECUTIVE VICE PRESIDENT/PROVOST [Signature]

REGISTRAR

DATE APPROVED COURSE DESCRIPTION RECEIVED 22 April 97
HEGIS TAXONOMY AND COURSE NUMBER ASSIGNED C506-430
DATE/SIGNATURE OF REGISTRAR P. H. Kelsey 22 Apr 97

NOTIFICATION FORWARD:

SENATE CURRICULUM COMMITTEE CHAIRPERSON

DEPARTMENT CHAIRPERSON(S)

ACADEMIC DEAN(S)

REGISTRAR

SPONSOR(S)

(fldrespr)

SCHOOL OF BUSINESS ADMINISTRATION
Management/MIS Department

New Course Proposal
Business Field Research Experience

1. Details

- a. **Course Title:** Business Field Research Experience
- b. **Sponsor:** Robert D. Lynch, Management/MIS Department
- c. **Credit Hours:** 3
- d. **Course Level:** Senior (400 level)
- e. **Curricular Effect:** Could serve as Specialization requirement for those not taking Internship
- f. **Prerequisites:** Operations Management (0506305)
- g. **Suggested time of implementation:** Fall 1997
- h. **Adequacy of staff and resources:** All faculty are qualified to teach this course which will be part of the Management Specialization. No additional resources will be required.
 - i. **Library Resources:** Current library resources are adequate.

2. Rationale

It is the intention of the School of Business Administration to emphasize student field experiences as part of the curriculum. The Management/MIS Department offers the Supervised Internship course as an elective in its Management Specialization but now intends to make the field experience a required part of this specialization. Since it may be difficult, with current resources, to place all Management students in suitable internship positions, the Business Research Field Experience course will be provided as an alternative to the Supervised Internship course.

3. Essence of the Course

a. Objectives:

I. Students will gain in-depth knowledge of an area of business related to the student's specific area of career interest.

II. Students will develop primary research skills through contacts and work with local businesses.

III. Students will develop library and internet research skills through use of library and computer facilities.

IV. Students will gain knowledge of workplace structure and activities.

b. Course Content: The students will meet for discussions with the instructor and other students at regularly scheduled class periods. Students are expected to benefit from each other's experiences and may, in some situations, work on joint studies. The tasks will be as follows:

I. Proposal Preparation: Student will work with the instructor to develop a proposal for the research study. The proposal will include:

A. Description of the study.

*Clearly describe the functional area to be studied.

*Provide a rationale for the study

*Provide a set of outcomes to be achieved by the study.

B. Summary of initial research and expected outcome of the study.

C. Organization(s) which have agreed to interviews and will provide data for the study.

D. Research plans and time lines.

II. Research of the subject and written report through appropriate library based tools for information search, retrieval and data handling.

III. Detail plan for field research:

A. Type of survey to be used (if any).

B. List of companies to be contacted and types of contacts (phone or in-person).

IV. Written reports on contacts and outcomes.

V. Final written report and presentation. Final presentations should be given in a formal manner and both students and faculty of the SOBA should be invited to the presentations.

c. Evaluation and grading procedure:

Students will be evaluated based upon the written reports and evidence of the student's learning experience related to stated objectives of the course.

d. Course Evaluation:

The course will be evaluated using student and employer (where appropriate) evaluations as well as the normal departmental review processes.

4. Results of Consultation

Faculty of the Mgmt/MIS Department have been consulted and are in agreement with the proposal.

CATALOGUE DESCRIPTION

BUSINESS FIELD RESEARCH EXPERIENCE

(Prerequisite: Operations Management, 0506305)

Students will choose a business activity area approved by their instructor and do an in-depth research study of that activity. It will include library research as well as interviews with local businesses. Students will be guided by the instructor with the help of a classroom component during which students will share their research and experiences with other students.