

**PROCESS A** NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL  
LIBRARY RESOURCE FORM REQUIRED

SCC #03-04- 1112

**Deadlines**

October 3, 2003 to be implemented Fall 2004 ~ February 13, 2004 to be implemented Spring 2005

PROPOSAL TITLE: Remove Business Perspectives - OS21105 - from BSBA Core;  
PLACE 3sh in Business Electives category

Sponsor(s): Linda W. Ross, Ph.D. E-Mail: ross@rowan.edu Ext: 4776  
E-Mail: \_\_\_\_\_ Ext: \_\_\_\_\_

DEPARTMENT: MANAGEMENT/MIS

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

**THE FOLLOWING SIGNATURES REPRESENT APPROVAL**

Department Chair: [Signature] Date: 2-10-04  
Department Curriculum Chair: [Signature] Date: 2-10-04  
Academic Dean: [Signature] Date: 2-12-04

**COLLEGE CURRICULUM COMMITTEE**

OPEN HEARING Date: 4/22/04 Approved  Not Approved

COLLEGE CURRICULUM CHAIR: \_\_\_\_\_

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement 5-12-2004

Comments: \_\_\_\_\_

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 6/16/04

Approved  Not Approved

**REGISTRAR**

Date: 6/22/04 Course Description Received & Approved ~ Hegis Taxonomy & Course #: \_\_\_\_\_

Registrar Signature: [Signature]

**NOTIFICATION FORWARD**

- SCC Chair  Academic Dean  Department Chair  Registrar  IR  CAP
- VP Student Affairs  Others

Trans. 7-12-04  
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## **MINOR CURRICULUM CHANGE-**

Change of Undergraduate Course Requirements  
in the Bachelor of Science in Business Administration Degree  
Remove Business Perspectives (0501.105) from Business Core  
Place 3 s.h. in Business Electives

### **Details**

From: BSBA Core Curriculum 30 s.h. Including Business Perspectives 0501105

To: BSBA Core Curriculum 27 s.h., Delete Business Perspectives 0501105 requirement from the core curriculum; increase Specializations, specifically the "Business Electives" category, by 3 s.h. Allowing use of Business Perspectives as a Business Elective

- a. Sponsor: Linda W. Ross, Ph.D., Management/M.I.S. Department
- b. Implementation: Starting Spring Semester, 2005

### **Rationale**

- a. Statements of "need" for such a change.

Business Perspectives was created in 1999 at the recommendation of external consultants who identified several curriculum gaps in relation to AACSB standards in force at the time. Shortly after the College of Business was accredited, new accreditation standards were implemented in 2003. These standards placed less emphasis on "coverage" of content and no longer required one of the course topics [Managing Technology]. Moreover, new standards placed greater emphasis on using outcomes assessment for tracking student performance on the two remaining course components [Managing Diversity and Managing Business Ethics]. Specializations and major programs address aspects of these two topics throughout the curriculum.

- b. Statements of curricular effect. How the change will impact on program, department and/or curricular design.

The change is expected to provide students with greater flexibility in course scheduling. Of equal importance is the prospect of giving students the opportunity to use business electives to pursue goals of completing minors or concentrations without accruing as many credits in excess of the 120 BSBA graduation threshold.

- c. Changes in requirements of Major or Minor should be stated in "From" and "To" form so that Curriculum Committee members can see the transition.

## Current BS in Business Administration Program

General Education	Credits
Communications	9
Math & Science	13
Social & Behavioral Science	9
History/Humanities/Language	9
Arts	3
General Education Electives	8
Free Electives	9
Non-Business Requirements	
 Subtotal – Non Business	 <b>60 s.h.</b>
 <b>Business Core</b>	 <b>30 s.h.</b>
0503.210 Principles of Accounting I <i>(Completion of at least 24 s.h.)</i>	
0503.211 Principles of Accounting II <i>(0503.210 - Principles of Accounting I)</i>	
1498.242 Legal Environment of Business <i>(Completion of at least 24 s.h.)</i>	
0501.105 Business Perspectives <i>(College of Business major only)</i>	
0509.200 Principles of Marketing <i>(2204.102 - Micro Economics-Microeconomics Perspective; Sophomore standing including Completion of at least 24 s.h.)</i>	
0504.300 Principles of Finance <i>(0503.211 - Principles of Accounting II; 2204.101- Macro Economics – A Macroeconomics Perspective Economics; 2204.102 - Micro Economics – A Microeconomics Perspective; 1702.260 - Statistics I; 1703.125 - Calculus T&amp;A or 1701.130 - Calculus I and Junior Standing including Completion of at least 60 s.h.)</i>	
0506.300 Organizational Behavior: Writing Intensive <i>(Junior Standing including Completion of 60 s.h.)</i>	
0702.334 Management Information Systems – MIS <i>(Junior Standing including Completion of 60 s.h.)</i>	
0506.305 Operations Management <i>(1703.260 - Statistics I; 1703.125 - Calculus T&amp;A or 1701.130 Calculus I)</i>	
0506.402 Business Policy <i>(Senior standing as Business major including Completion of at least 90 s.h.; Completion of 0503.210 – Principles of Accounting I, 0503.211 – Principles of Accounting II, 1498.242 - Legal Environment of Business, 0506.105 - Business Perspectives, 0702.334 - Management Information System, 0504.300 - Principles of Finance, 0509.200 -Principles of Marketing, 0506.309 – Organizational Behavior, 0506.305 -Operations Management)</i>	
 Specialization Requirements (detail by specialization shown below)	 <b>30 – 31 s.h.</b>
 Subtotal – Business	 <b><u>60 - 61</u></b>
<b>Total Degree Credits</b>	<b><u>120-121</u></b>

## Proposed BS in Business Administration Program

General Education	Credits
Communications	9
Math & Science	13
Social & Behavioral Science	9
History/Humanities/Language	9
Arts	3
General Education Electives	8
Free Electives	9
Non-Business Requirements	
 Subtotal – Non Business	 <b>60 s.h.</b>
 <b>Business Core</b>	 <b>27 s.h.</b>
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0503.211 Principles of Accounting II <i>(0503.210 - Principles of Accounting I)</i>	
1498.243 Legal Environment of Business <i>( Completion of at least 24 s.h.)</i>	
<del>0501.105 Business Perspectives <i>(College of Business major only)</i></del>	
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 Specialization Requirements <i>(detail by specialization shown below)</i>	 <b>33 – 34 s.h.</b>
 Subtotal – Business	 <b><u>60 - 61</u></b>
 Total Degree Credits	 <b><u>120-121</u></b>

**Specialization: Management**

FROM		TO	
<b>Business Core</b>	<b>30</b>	<b>Business Core</b>	<b>27</b>
Specialization Requirements	18	Specialization Requirements	18
Management Electives	6	Management Electives	6
Business Electives	6	Business Electives	9
<b>Specialization Total:</b>	<b>30</b>	<b>Specialization Total:</b>	<b>33</b>

**Specialization: Human Resource Management**

FROM		TO	
<b>Business Core</b>	<b>30</b>	<b>Business Core</b>	<b>27</b>
Specialization Requirements	18	Specialization Requirements	18
Human Res. Mgt Electives	12	Human Res. Mgt Electives	15
<b>Specialization Total:</b>	<b>30</b>	<b>Specialization Total:</b>	<b>33</b>

**Specialization: Entrepreneurship**

FROM		TO	
<b>Business Core</b>	<b>30</b>	<b>Business Core</b>	<b>27</b>
Specialization Requirements	12	Specialization Requirements	12
Entrepreneurship Electives	12	Entrepreneurship Electives	12
Business Electives	6	Business Electives	9
<b>Specialization Total:</b>	<b>30</b>	<b>Specialization Total:</b>	<b>33</b>

**Specialization: Management Information Systems**

FROM		TO	
<b>Business Core</b>	<b>30</b>	<b>Business Core</b>	<b>27</b>
Specialization Requirements	28	Specialization Requirements	28
MIS Electives	3	MIS Electives	3
Business Electives	0	Business Electives	3
<b>Specialization Total:</b>	<b>31</b>	<b>Specialization Total:</b>	<b>34</b>

