



PROPOSAL SCC #99/00- 111

CURRICULUM PROPOSAL FORM 1999-2000

NON-GENERAL EDUCATION PROCESS A

\*DEADLINES: Deadline dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

*0501 205*

PROPOSAL TITLE: NEW COURSE, "BUSINESS PERSPECTIVES"

SPONSOR(S): LINDA ROSS

DEPARTMENT: MANAGEMENT AND MANAGEMENT INFORMATION SYSTEMS

COLLEGE: BUSINESS

IF LAS CHECK ONE:  History/Humanities  Math/Sciences  Social/Behavioral Sciences

Check one:  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

DEPARTMENT

(Signature indicates approval)

*John Martin / 2-21-00*  
Dept. Curriculum Chair / Date

*John Martin*  
Dept. Chairperson / Date

ACADEMIC DEAN

Approved  Not Approved  Comments:

Dean's Signature/Date *[Signature]* *[Date]*

**COLLEGE CURRICULUM COMMITTEE**

Date of open hearing (if necessary) 3/23/00 Approved  Not Approved

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

Signature of College Chair/Date: Richy Fisher 3/23/00

**UNIVERSITY CURRICULUM COMMITTEE**

Date Received/Processed 5/4/00

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

Curriculum Chair Signature Mart [Signature] Date Announced At Senate 5/11/00

**EXECUTIVE VICE PRESIDENT/PROVOST**

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 VP/Provost Signature/Date [Signature] 5/22/00

**REGISTRAR**

Date Approved Course Description Received 5/24/00 Hegis Taxonomy & Course Number Assigned OS01. 205

Registrar Signature/Date Robert A. Kubat 5/24/00

**NOTIFICATION FORWARD**

Senate Curriculum Committee Chairperson  Academic Dean(s)

Department Chairpersons  Registrar TM 6/6/00 Sponsor(s) \_\_\_\_\_

Course Proposal

1. Details:

- a. Course Title: **Business Perspectives**  
Hegis #: **0501.2xx** *0501.205*
- b. Sponsor(s): The person(s) initiating and the department sponsoring the proposal should be indicated.  
Primary sponsorship for the proposal: **The College of Business**  
Responsibility for administration: **The Management / M.I.S. Department**
- c. Credit Hours: **3 semester hours**
- d. Course Level: **Sophomore (200 level)**
- e. Prerequisites: **College of Business majors only** (Students must be admitted to The College of Business 501/503); **completion of 30 s.h.**
- f. Suggested time and scale of implementation: **Spring 2001. The course will be offered Fall, Spring and Summer terms.**
- g. Curricular Effect: **Core course required of all College of Business majors.**
- h. Adequacy of the present staff, resources, space needs, and any other additional requirements for implementation. **The present staff and space allocations are adequate.**
- i. Recommended Library Resources: Provide a list of resources required to implement the course and any predicted resources for future needs. **Current library resources should be adequate. Primary research resources will be drawn from ABI/Inform and Lexis/Nexis databases. These are already part of the library budget.**
- j. Short-term Evaluations: if the course has been short-term, append the evaluation. **This course has not been delivered in short-term course mode.**

2. Rationale: Statements specifically indicating the proposal's merits and uniqueness in relation to the goals of the university and direction of the sponsoring college(s) and department(s). Include distinguishing characteristics especially when there is overlap with existing courses. What is the appropriateness and significance of the course? How will this course enhance the curricular offerings of the University?

**Consultant Dean William Word rendered the opinion that our curriculum was in need of revision to achieve conformity with AACSB Curriculum Standard C.1.1.. He recommended that additional course coverage should be given directly to the areas of (1) ethical issues (2) management of technology, and (3) impact of demographic diversity on organizations.**

**The goal of this new course is to give students a more focused understanding of rapidly changing features of the environment and dynamics within which business organizations function. This course will provide a more coherent approach than is achieved under current “across-the-curriculum” infusion developed in recent years.**

3. Essence of the Course:

a. Objectives of the course in relation to student outcomes.

*As a result of completing the course, the student will learn*

- To identify the scope and variety of ethical issues facing business decision-makers
- To develop the ability to detect and understand the nature of an ethical dilemma
- To identify the influence and relationship of political, social, legal, regulatory, environmental factors to ethical issues
- To understand the strategies and structures business firms can devise to promote a culture of ethical behavior
- 
- To understand the role demographics plays in organizational culture
- To define the evolving demographics of the US and global environment with respect to both workforce and customer diversity
- To identify the influence of political, social, legal, regulatory, environmental factors on the management of diverse organizations
- To identify, sensitize students to and explore selected issues that arise from workplace and marketplace diversity (e.g., issues emerging from gender, race, class, age/generational diversity, family status, sexual-preference, physical disability.)
- 
- To define the function of technology (manufacturing and information) and its management in the contemporary organization
- To identify the influence of political, social, legal, regulatory, environmental factors on management of technology
- To understand the technology life-cycle and management performance
- To define how organizations develop or adopt technology and integrate technology to enhance their core work processes.
- To understand the innovation and change process as it applies to technology management

b. Topical Outline/Content (This may be replaced by attaching a syllabus or by indicating that the objectives are specific and reflect the exact content). **See attachment**

c. Evaluation of students and grading procedure. These should be generic and should not include specific classroom requirements.

**Students will be evaluated based on their completion of case analyses, research projects, and written examinations.**

d. Course Evaluation: Procedures that will be used to assess the success of the course in meeting the goals and objectives of the college as well as the objectives of the course.

**The course will be assessed through feedback from student evaluations (SIRs), departmental curriculum review processes, alumni surveys, and program reviews. Insofar as this is targeted for inclusion as a core course in the BSBA model, it will be evaluated each fall semester according the College of Business Outcome Assessment Process.**

#### 4. Results of Consultations

a. Letters of consultation **MUST** be included from all departments or programs (NOT INDIVIDUALS) that have similar course content or might otherwise be affected by this proposal. If the proposal is inter- disciplinary, evidence concerning consultation with all departments potentially involved must be included.

**This course was reviewed by the departments within the College of Business that have responsibility for teaching the following courses: Legal Environment of Business, International Marketing, Management Information Systems, Operations Management, Organizational Behavior since material intersecting those courses is included in this new proposal. In addition, the course was submitted to the Department of Philosophy/Religion for review in relation to the Business Ethics course.**

b. Additional consultation should be solicited from any individual on campus who might have expertise relative to the course. List the names of all persons from departments and/or disciplines consulted. Attach a statement about the results (pro and con) of the consultation.

**Engineering Curriculum Committee, favorable response**

c. **Attach** copies of any written consultation. Include consultations both supportive and non-supportive. **See attached consultation from Engineering Curriculum Committee**

5. Additional Information, comments, etc.

6. Catalog Description: **MUST** be included as a separate sheet. HEGIS numbers of any prerequisites **MUST** be included.

**See attached**

## Course Outline: Business Perspectives

### Overview of the Course

- A. Exponential Change and Complexity of Business Environment
  - B. Overarching Factors that Affect Business Organizations
    - 1. Ethics
    - 2. Demographics and Diversity
    - 3. Technology
- II. Business Ethics and Corporate Social Responsibility
- A. Ethics Frameworks and Values in Business Decision Making: Models of Ethical Decision-Making ( Universalism, Moral Rights, Utilitarianism, Justice, Individualism)
  - B. Structure and business processes that promote a culture of ethical behavior
    - 1 Developing a values-driven culture
    - 2 Devising decision-processes, rules, procedures
  - C The nature of an ethical dilemma
  - D The scope and variety of ethical issues in business
  - E The influence and relationship of political, social, legal, regulatory, environmental factors to ethical issues
  - F Strategy and ethical performance
- III. Demographics and the Multicultural Organization
- A. The role of demographics in organizational culture
  - B. Evolving demographics of the US and global environment
    - 1. Workplace Diversity
    - 2. Marketplace diversity
  - C. The influence of political, social, legal, regulatory, environmental factors on the management of diverse organizations
  - D. Issues in workplace and marketplace diversity
  - E. Cases emerging from differences in gender, race, class, age/generational diversity, family status, sexual-preference, physical disability.

- IV. The meaning and function of Technology Management in the contemporary knowledge-based organization
  - A The knowledge-driven enterprise
    - 1. Definitions: Equipment, Knowledge, and Work Methods that transform inputs into outputs
    - 2. Types of Manufacturing technologies (The evolution of the “smart” factory)
    - 3. Types of Information technologies
  - B. The influence of political, social, legal, regulatory, environmental factors on management of technology
    - 1 Government/Political Support for Technology Development and Legal Regulatory Practices (Funding, tax policy, Technology Incubators)E
    - 2 Environmental issues, such as genetically altered crops, bioengineering, pollution
  - C. The technology life-cycle
    - 1 Management approaches to development and/or adoption of technological innovation
    - 2 Invention and design, early problems & troubleshooting, commercialization, emergence of a dominant design, commodity-stage, obsolescence
    - 3 Marketplace factors in development and/or adoption of technological innovation
  - D. Integrating technology that enhances core work processes.
  - E. Innovation, creativity and change process as it applies to technology management

*Course Catalog Description*

**Business Perspectives**

(3 s.h.)

**Students will explore the impact of acceleration of change and environmental complexity on contemporary business organizations. This course will focus on (1) ethical issues (2) the management of technology, and (3) impact of demographic diversity on organizations.**



Office of the Associate Dean of Engineering  
Henry M. Rowan Hall, Rm. 113

To: Dr. Ted Schoen  
Dean, College of Business

From: Dr. Steven H. Chin  
Associate Dean, College of Engineering  
Ex officio member, Curriculum Committee

Cc: Dr. James Tracey  
Dean, College of Engineering

College Curriculum Committee  
C. Gabler, D. Gilchrist, K. Jahan, Z. Keil, R. Ramachandran (Chair)

Date: March 9, 2000

Re: Business Perspectives (0501 201)

The Engineering Curriculum Committee has reviewed the course proposal, Business Perspectives (0501 201). The committee supports the proposal.

It is clear from the documentation that AACSB accreditation effort will be enhanced by the introduction of this course into the common core. The aspect of the course involving management of technology is of special interest to the College of Engineering. We would be glad to provide any assistance or consultation that you may need in the future.

Hi, Joel,

I've reviewed the syllabus for your proposed course, "Business Perspectives", and spoken with some of my colleagues about it. On that basis, I can say that we have no objection to this course. We do not see this course as competition for our existing course "Business Ethics". Indeed, if it is not out of place for us to say so, we see the course as a step in the right direction of the integration of ethics instruction throughout the curriculum of the College of Business as a whole.

I should add a proviso. There are no ethical experts, or at least if there are they can't be identified by academic degrees. But there is an expertise in the study of ethical theory to which philosophical training is relevant. We support this course with the understanding that a relationship of communication and cooperation between the College of Business and our department will continue, and that we will continue to discuss the content and methods of those of our courses in which areas of expertise overlap. As long as this happens, we welcome the introduction of this course with enthusiasm.

Cordially,  
David Clowney