

CURRICULUM PROPOSAL FORM ^{2000 2001} 1999-2000

NON-GENERAL EDUCATION PROCESS A

*DEADLINES: Deadline dates for 2000/2001 submissions: Regular proposals: October 20, 2000 to be implemented in Fall 2001; Short-Term proposals: December 8, 2000 to be implemented in Fall, 2000; Regular proposals February 16, 2001 to be implemented in Spring, 2002; March 23, 2001 for short-term courses to be implemented in Spring 2002.

PROPOSAL TITLE: Remove Principles of Management (0506203) as Foundation Course for Pre-MBA. Add Operations Management (05063030 as Foundation Course for Pre-MBA

SPONSOR(S): Joel Rudin Ph.D.

DEPARTMENT: Management /MIS

COLLEGE: College of Business

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

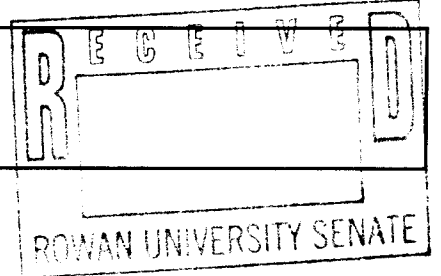
Check one: Undergraduate Graduate

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)
 Dept. Curriculum Chair / Date Joel Rudin / 10-19-00
 Dept. Chairperson / Date Joel Rudin / 10-19-00

ACADEMIC DEAN
 Approved Not Approved Comments: Dean's
 Signature/Date _____



COLLEGE CURRICULUM COMMITTEE

Date of open hearing (if necessary) _____ Approved Not Approved _____
Comments:

Signature of College Chair/Date: Barbara Harkins - Goyes 11/21/00

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed 11/10/00
Comments:

Curriculum Chair Signature [Signature] Date Announced At Senate 11/4/00

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] 12/18/00

REGISTRAR

Date Approved Course Description Received _____ Hegis Taxonomy & Course Number Assigned _____

Registrar Signature/Date E.C. Englehardt Jr 12/12/00

NOTIFICATION FORWARD

_____ Senate Curriculum Committee Chairperson _____ Academic Dean(s)
_____ Department Chairpersons _____ Registrar _____ Sponsor(s)

Minor Curricular Change

Change in MBA Foundation Course

1. Details

a. Change Requested:

Remove Principles of Management (0506.203) as a Foundation Course or Pre-MBA Course and **Add** Operations Management (0506.305) as a Foundation Course or Pre-MBA Course.

b. Sponsors: Joel Rudin, Management/MIS

2. Rationale:

a. Statements of Need:

The Principles of Management course has been removed from the College of Business curriculum. A course that provides a strong management foundation is needed to replace Principles of Management as a Foundation Course/Pre-MBA course. The conclusion of the MBA faculty from every discipline and department within the College of Business are of the opinion that Operations Management will provide this foundation as well and most likely better than the Principles of Management course it is proposed to replace. See report of consultant.

b. Statements of Curricular Effect:

Adding Operations Management to replace the discontinued course Principles of Management will have no effect on the number of Foundation Courses/Pre-MBA Courses taken.

3. Results of Consultation:

a. Parties Consulted

Consultation letters have been requested from the Chairpersons of the Accounting/Finance and Marketing Department.

Relocation of Courses - N/A

New Program/Major Approval Format - N/A

Certification Program Format - N/A

Format for Creation/Dissolution of a Department or School - N/A



College of Business
Office of the Dean

January 17, 2000

To: College of Business Faculty

From: Edward J. Schoen *EJS*
Dean, College of Business

Subject: College of Business Faculty Meeting - Proposed Curriculum Changes

I have scheduled a meeting of the College of Business Faculty on Friday afternoon, February 4, 2000, from 12:30 PM to 4:30 PM in Bunce 109 to discuss and hopefully approve curriculum changes that are mandated by our effort to attain AACSB accreditation. We have also included in this time frame the opportunity for separate departmental meetings to approve individual components of proposed curriculum changes if necessary and appropriate. Lunch and refreshments will be provided. Except for a semester ending faculty meeting, this is the **only** COB faculty meeting I plan to call during the Spring 2000 semester. Hence it is very important for all faculty members to attend so that we can maintain a quorum necessary to approve the curriculum proposals.

Notably, we are under significant time constraints to implement the suggested curriculum changes. February 18, 2000 is the deadline for submitting curriculum changes to the Senate Curriculum Committee that go into effect in the Spring 2001 semester. Hence, in order to report these changes in the self study year and to have them in effect during the accreditation team visit, we must submit them to the Senate Curriculum Committee by February 18, 2000. In short, we will have to act expeditiously to meet the deadline.

The proposed curriculum changes came to light during the three-day campus visit of Bill Word, our AACSB accreditation consultant. After taking a close look at both the present curriculum and our students' scores on the standardized ETS examination, Bill noted (1) that there was disconnect between the high SAT scores of our incoming freshmen and the rather mediocre scores of our graduating seniors on the ETS examination, and (2) that this disconnect will attract the attention of a visiting accreditation team. If not corrected, Bill warned, the disparity will at minimum be a deferral issue that will delay the achievement of accreditation, and possibly will constitute grounds for denying accreditation.

Our students' scores on the international business questions in the ETS examination were particularly problematic. Moreover, after reviewing course syllabi and examinations, Bill Word concluded that coverage of the subject areas mandated in Standard C.1.1 of the AACSB accreditation - namely (1) ethical and global issues, (2) influence of political, social, legal and regulatory, environmental and technology issues, and (3) impact of demographic diversity on organizations - was insufficient. Bill noted that visiting accreditation teams look for the equivalent of three credits coverage (which includes not only classroom time but also examination coverage) in each of these two areas. Hence the equivalent of three credits must be given to international business issues, and the equivalent of three credits must be given to the C.1.1 topics, i.e. one credit to each of the bulleted subdivisions.

In an ensuing work session with the COB Leadership Team, Bill Word suggested and the Department Chairpersons tentatively indorsed three broad areas of curriculum revision:

(1) To proceed with the proposed elimination of Principles of Management from the core curriculum and modest revisions to Organizational Behavior to include a limited number of topics from the Principles of Management course.

(2) To add three, one-credit modules to the core curriculum which would cover under the umbrella of a three-credit course each of the C.1.1 topics.

(3) To add the equivalent of three credits coverage of international business issues to the specializations in Management, MIS, and Accounting. (The existing course requirements in International Marketing and International Finance were deemed to be sufficient coverage of international issues in the Marketing and Finance specializations respectively.)

Preliminary discussion of the third area demonstrates that there are two alternative ways of adding the international business coverage to the curriculum: (1) to introduce three, one-credit modules in international economics/finance, human resources management and marketing, or (2) to introduce a three credit course in International Business. While the former alternative allows us to spread the burden of teaching the modules more evenly over the three Departments, it also adds significant logistical problems to the scheduling process. While the latter alternative reduces scheduling problems, the new course will probably have to be staffed by faculty in the Marketing and Management/MIS departments, thereby raising the issue of equity in course assignments. In either event, one course must be eliminated from the Accounting, Management, and MIS specialization to accommodate the inclusion of international business issues.

I recognize that these curriculum issues are thorny and difficult, and believe they are best handled by open and frank discussion among the COB faculty. I also believe that the good faith of the COB faculty and the commitment of the COB faculty to the attainment of AACSB accreditation will enable us to reach agreement in an expeditious fashion.

As noted in my memorandum dated January 7, 2000, I have asked COB faculty members to draft course proposals implementing these curriculum revisions so that our discussion of these issues can move forward in a timely manner. The course proposals will be forwarded to you under separate cover as soon as they are prepared.

Finally, in the course of working our way through the last two registration periods, Margaret Van Brunt and I have uncovered relatively minor problems with existing prerequisite requirements which we should attempt to resolve during our February 4th meeting. These issues fall into two broad areas: (1) making sure our seniors have taken all of the required core courses before enrolling in the Business Policy course, and (2) making sure our upper division courses are limited to students actually admitted to the COB, students pursuing other majors but completing the business minor, true nonmatriculating students (i.e. they already possess the degree or plan to transfer the credits to another institution), or students taking business electives in major programs outside the College of Business without exceeding the 25% standard. In order to correct these problems, minor curricular changes must be submitted to the Senate Curriculum Committee.

c.: Carol J. Matteson, Ph.D.
Executive Vice President/Provost

Pre-MBA Program Proposed Curriculum Change

Foundation - under previous curriculum

1. Foundations of Accounting
(equivalent to Accounting I & II)
2. Principles of Economics: Global Perspectives
(equivalent to Microeconomics & Macroeconomics)
3. Principles of Finance
4. Principles of Marketing
5. Principles of Management
6. Quantitative Methods for Business

Foundation - after proposed changes

1. Foundations of Accounting
(equivalent to Accounting I & II)
2. Principles of Economics: Global Perspectives
(equivalent to Microeconomics & Macroeconomics)
3. Principles of Finance
4. Principles of Marketing
5. Operations Management
6. Statistics I
7. Calculus T&A (Techniques and Application)

Total = Foundations in six areas

Total = Foundations in seven areas

C.1.2.d: The school should state additional requirements for completion of the undergraduate business degree consistent with its mission. Majors or specializations should be consistent with the institutional mission and the availability of resources.

INTERPRETATION: Normally, undergraduate programs in business require work in those academic areas necessary for an appropriate foundation of descriptive and analytical approaches to the study of communications, humanities, natural sciences, accounting, economics, behavioral sciences, and mathematics/statistics. The school's additional requirements for the business degree (C.1.2.d) normally are concentrated in the last two years of a four-year program, with only a limited amount of work below the junior year. However, a school may structure its curricula differently to fit its mission and educational philosophy.

The faculty should implement a process for transferring courses from other institutions. This process may include articulation agreements, as well as procedures for dealing with individual transfer students.

C.1.2.e: The school should require that at least 50 percent of the business credit hours required for the business degree be earned at the degree-awarding institution.

BASIS FOR JUDGMENT: To meet this standard, undergraduate degree programs must:

- Include coverage of the perspectives that form the context for business (C.1.1),
- Contain an appropriate general education component (C.1.2.a),
- Include foundation knowledge for business (C.1.2.b),
- Include written and oral communication (C.1.2.c),
- Contain required business coursework in addition to the foundation knowledge (C.1.2.d), and

- Require that at least 50 percent of the business credit hours required for the business degree be taken at the degree-awarding institution (C.1.2.e).

C.1.3 MBA and Other General Management Master's Programs

C.1.3.a: The curriculum should include instruction in the following core areas:

- **financial reporting, analysis and markets,**
- **domestic and global economic environments of organizations,**
- **creation and distribution of goods and services, and**
- **human behavior in organizations.**

Normally, these MBA core areas should require a minimum of 18 semester hours if taken at the graduate level. Part or all of this requirement may be completed at the undergraduate level.

C.1.3.b: The MBA curriculum normally should require a minimum of 30 semester hours beyond the MBA core areas (C.1.3.a). A minimum of 18 hours is required in courses outside the area of specialization, if any.

INTERPRETATION: Normally, at least 80 percent of the student's course work beyond the MBA core should be in courses reserved exclusively for graduate students.

C.1.3.c: Basic skills in written and oral communication, quantitative analysis, and computer usage should be achieved either by prior experience and education, or as part of the MBA curriculum.