

PROCESS C New Programs-Major Program Revisions>Title Changes

SCC#05-06- 117

Library Resource Form Required

Submission Deadlines: Fall - October 11, 2005 - Spring - February 14, 2006

TITLE Specialization in Management for the Master of Business Administration (MBA)

Sponsor(s)	Dilip Mirchandani	mirchandani@rowan.edu
	Faye Zhu	zhu@rowan.edu
	Michael Ba Banutu-Gomez	banutu-gomez@rowan.edu

DEPARTMENT Management/MIS
College College of Business

If LAS -check: History/Humanities Social/Behavioral Sciences
 Math/Science

DESCRIBE: UNDERGRADUATE GRADUATE

New Degree Program New concentration, specialization, track
 New Major New Minor
 New Certificate of Graduate Study Program (COGS & COGA)
 Major changes of degree requirements/major/minor or certificate program
 Changes to College name, School, Department, or Degree
 Quasi curricular change

Signatures Required: representing approval before submission to Office of the Senate

Department Chair: _____ Date: 10/10/05
 Department CURRICULUM Chair: Michael Ba Banutu-Gomez Date: 10/10/05
 Academic DEAN: Carol J. Johnson Date: 10/10/05

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 10/28/05
 Approved: _____
 Not Approved: _____

Signature: College Curriculum Chair [Signature] Date: 11/28/05

Signature: SENATE CURRICULUM CHAIR [Signature]
 Date: 11/28/05

Comments: _____

Signature: Executive Vice President/Provost: August 1st 2006
 Date: [Signature]
 Approved: _____
 Not Approved: _____

Signature: REGISTRAR [Signature]
 Date: 9/26/06 Course Description Received & Approved
 Hegis Taxonomy & Course # _____

Notification Forward:

<input type="checkbox"/> SCC CHAIR	<input type="checkbox"/> Academic Dean
<input type="checkbox"/> IR	<input type="checkbox"/> Department Chair
<input type="checkbox"/> CAP	<input type="checkbox"/> VP/Student Affairs
<input type="checkbox"/> Registrar	<input type="checkbox"/> Other-

Abstract
Specialization in Management
For the Masters in Business Administration (MBA)
Dilip Mirchandani, Management/MIS
Faye Zhu, Management/MIS
Kathleen Pereles, Management/MIS
Michael-Banutu Gomez, Management/MIS
Robert Fleming, Management/MIS

Need for the Program:

The Rowan MBA Program already has an Accounting specialization and a Finance specialization. The objective of this proposal is to establish a specialization in “Management.” Several graduate management specialization courses are already available to students in the MBA Program. However, a formal management specialization has not been established. The proposed specialization in Management represents a packaging of existing management courses as a “specialization.” From a practical standpoint, students have been creating such specializations by choosing the appropriate cluster of elective courses. The proposed Management specialization would enable students in our MBA program to receive a formal management specialization and hence may increase student enrollment. The MBA program is currently pursuing a growth strategy. This proposal is consistent with that strategic direction.

Relationship to Department and School: The Management/MIS Department currently has a sufficient number of academically qualified faculty members to cover the MBA level courses proposed for the Management specialization.

Summary of the Curriculum: Any MBA student who would like to earn a “Specialization in Management” would be required to take three elective courses in Management

Implementation Time Frame: We are planning to offer this specialization starting Fall 2006.

Resources Required: No new resources will be required.

Details

a. Title: Specialization in Management for the Masters in Business Administration (MBA)

b. Sponsors: Dilip Mirchandani
Faye Zhu
Kathleen Pereles
Robert Fleming

c. Scope or Size of the Program

The specialization will impact only MBA students. Recently, the College of Business (COB) received AACSB accreditation. There has also been an increase in the number of students enrolled in the MBA Program and the increase provides an opportunity to formalize specializations within the MBA. We expect approximately 10 to 15 students to specialize in Management each year.

d. Relation to the Curriculum

The proposed specialization would affect the Management/MIS Department and the MBA students only.

The Management/MIS Department will offer all the elective courses required for this specialization. Initially, the current bank of Management elective courses offered by the Department will be sufficient. New elective courses will be developed as needed. All the graduate courses that are required for the MBA Management specialization have previously been approved as part of the MBA program.

Any MBA student who would like to earn a Specialization in Management would be required to take three elective graduate management courses (in addition to the required MBA courses) from the following list of courses:

0501.600 Special Topics in Business Administration
0506.501 Advanced Operations Management & Strategy
0506.503 Organization Development
0506.601 Strategic Planning for Operating Managers
0506.605 Strategic Human Resource Management
(Students may elect as many as three special topics courses.)

Appropriate graduate courses from outside the College of Business may also be approved for use toward Management electives

The MBA program currently offers all of these elective courses. Currently the Management/MIS Department offers 1 or 2 graduate Management elective courses every year.

e. Prerequisites or Eligibility:

All students enrollment in the MBA program will be eligible to receive a Management specialization. Students taking the graduate Management courses will be required to meet the course pre-requisites.

f. Suggested Time Frame and Scale of Implementation

We are planning to offer this specialization starting Fall 2006.

g. Resource Requirements

Adequate faculty, classroom, equipment, and library resources are available to offer the specialization.

h. Recommended Library Resources

See attached letter from Connie Rosenberger, Business Librarian. Minimal new library resources are expected since the specialization courses are already being offered and available on-line resources are adequate.

Rationale

The Management Specialization will provide the following benefits to the MBA Program:

- a. Enrich the Program by making it more inviting and attractive to MBA candidates interested in a specialized MBA program in the Management area -- as compared to a general MBA or an MBA in another area of specialization (e.g., Accounting, Finance).
- b. Improve enrollment in the MBA Program

Management faculty will benefit from added research opportunities related to teaching more sections of the graduate courses. These additional teaching and research opportunities should result in increased output of publications (refereed journal articles) and subsequent enhanced recognition for the Rowan MBA program.

The Management Specialization will also provide benefits to the undergraduate Management program by providing faculty with opportunities to meet practicing managers who could become a resource for the undergraduate Management specialization (e.g., as speakers, mentors, internship opportunities).

Essence of the Specialization

a. The major goals of the Management Specialization for the MBA are

- to provide the management education necessary to help professionals advance in their careers, and
- to provide a package of courses specifically designed to prepare students for advancement in the field of management

b. Specific objectives of the Specialization in Management are to provide MBA graduates with the education necessary

- to know how to identify and implement best practices when making management decisions;
- to develop specialized knowledge of management practice at the graduate level.

c. Structure of Organization

All MBA students specializing in Management would be required to take the following MBA courses amounting to 27 S.H.:

0501.518 Integrative Managerial Skills
0503.500 Managerial Accounting
0504.500 Managerial Finance
0506.500 Organization Behavior and Theory
0507.500 Managerial Decision-making Tools
0506.502 International Business and Society
0509.500 Marketing Management
0702.500 Issues in Management Information Systems
0501.521 Integrative M.B.A. Seminar

and three electives, as described above, amounting to 9 S.H.

Administration

The MBA Director (with help from the Chair of the Management/MIS Department) would be primarily responsible for scheduling courses and faculty. Minimal incremental administration would be required for this specialization, as the courses are already in place as part of the MBA program.

Results of Consultation

No other department or programs have similar course content. See attached letter from the Director of the MBA Program.

The Department Curriculum Committee voted unanimously to propose the Specialization in Management for the MBA



To: Michael Banutu-Gomez
From: MBA Office / Dan McFarland
Date: October 10, 2005

A handwritten signature in black ink, appearing to be "Dan McFarland".

RE: Consultation Letter supporting the MBA Management Specialization Proposal

Dear Michael,

I am pleased that the Management & MIS Department is responding to the requests of prospective and current students by offering a specialization in Management for the MBA program. I am convinced that this specialization, in conjunction with our other existing and proposed specializations, will improve our students' educational experiences and opportunities. Eventually, I expect the number of MBA applications to increase, thereby allowing us to better manage and grow the program.



May 8, 2006

To: Christy Faison, Ed.D.
Interim Provost

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

Subject: Curriculum Proposal SCC 05-06-117 – Management Specialization in MBA Program

The purpose of this memorandum is to convey my support of Curriculum Proposal SCC 05-06-117, the purpose of which is to create a management specialization within the MBA Program.

If approved and implemented, this proposal will provide MBA students with the formal recognition of a specialization in management, permit them to focus their elective courses in an area of high interest to them, and to achieve recognition similar to those student pursuing the specialization in Accounting, Finance or Entrepreneurship within the MBA program. Because many of the students enrolled in the MBA program tend to take clusters of electives in the general management area and most are working professionals who seek a "generalist" MBA, this option should be a popular option.

The specialization can be achieved by taking three elective graduate management courses (in addition to the required MBA courses) from a list of five courses.

c.: Dilip Mirchandani, Ph.D., Professor of Management
Patricia Mosto, Ph.D., Interim Associate Provost for Academic Affairs



September 20, 2006

Dr. Carlos Hernandez
Chair, Academic Issues Committee
President, New Jersey City University
2039 Kennedy Boulevard
Jersey City, NJ 07305-1597

Dear Dr. Hernandez:

The approval of a Specialization in Management for the Master of Business Administration (MBA) was announced at our September 13, 2006 Board of Trustees meeting.

This is being provided to the Academic Issues Committee as an informational item. If you have any questions please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Ali A. Houshmand".

Ali A. Houshmand, Ph.D.
Provost

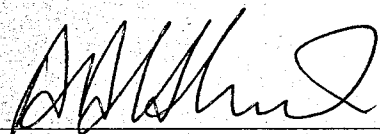
/jds

ROWAN UNIVERSITY
BOARD OF TRUSTEES
ACADEMIC AFFAIRS SUBCOMMITTEE

SCC Proposal # 05-06-117

Department/College: College of Business

Action Item: Specialization in Management for the Master of Business Administration (MBA)

Submitted by: 
(Provost)

Justification:

The proposed specialization would enable students in the MBA program to receive a formal management specialization.

Approved: 8/22/06
(Date)

Signed: 
(Committee Chair)

Notice of this action item will be **announced** at the full Board of Trustees meeting to be held on September 13, 2006 and will be forwarded to the Academic Issues Committee of the New Jersey Presidents' Council for **notification**.

	YES	DATE
AA/BOT	<u>✓</u>	<u>8/22/06</u>
FULL BOARD	<u>✓</u>	<u>9/13/06</u>
STATE	<u>✓</u>	<u>9/20/06</u>