

PROCESS C

10/11
CURRICULUM PROPOSAL SCC #04-05-

NEW Programs - MAJOR Program Revisions - PROGRAM Name Changes

LIBRARY RESOURCE FORM REQUIRED

lines: October 8, 2004 to be implemented Fall 2005 ~ February 11, 2005 to be implemented Spring 2006

PROPOSAL TITLE: Major Program Revision for the Management Specialization

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DEPARTMENT: Management/MIS

COLLEGE: College of Business

If Liberal Arts & Sciences CHECK : History/Humanities Math/Sciences Social/Behavioral Sciences

XX UNDERGRADUATE **GRADUATE**

THE ATTACHED **NEW PROGRAM - MAJOR PROGRAM REVISION - PROGRAM NAME CHANGE** IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

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

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: [Signature] Date: 10/5/04
 Department Curriculum Chair: [Signature] Date: 10/5/04
 Academic Dean: [Signature] Date: 10/5/04

COLLEGE CURRICULUM COMMITTEE

CLOSED HEARING Date: 1/29/04 Approved Not Approved

COLLEGE CURRICULUM CHAIR: Manuel Pontes

UNIVERSITY CURRICULUM COMMITTEE

OPEN HEARING Date: 12/8/04 Approved Not Approved

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement/Vote: 12/20/04

Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 2/25/05

Approved Not Approved

REGISTRAR

Date: 3/3/05 Official Copy & Approval Sheet Filed

Date: _____ Course Description Received & Approved ~ Hegis Taxonomy & Course # _____

Course Description Received & Approved ~ Hegis Taxonomy & Course #: _____

Registrar Signature: _____

NOTIFICATION FORWARD

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

MAJOR PROGRAM REVISION FOR THE MANAGEMENT SPECIALIATION (MGT)
WITHIN COLLEGE OF BUSINESS (COB)
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

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DETAILS FOR
MAJOR PROGRAM REVISION FOR THE MANAGEMENT SPECIALIATION (MGT)
MANAGEMENT/MIS DEPARTMENT (DEPT) COLLEGE OF BUSINESS (COB)
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

a. **Sponsors:** Michael Banutu-Gomez Dilip Mirchandani Linda W. Ross
Robert S. Fleming Kathleen L. Pereles Faye X.Zhu

b. **Scope and Size of the Program After the Revisions**

At the current time, there are approximately 200 students enrolled in the MGT specialization. We do not see any change in this enrollment as a result of the proposed revisions.

c. **Need for Revisions in the Program:**

In summary, the MGT specialization needs to be revised because it is not meeting the needs of the students as is explained more fully in the Rationale section of this proposal.

The industry requirements for generalist managers have changed. In the current economic environment, managers are expected to have an extensive set of managerial skills which they are able to apply in a variety of workplace situations in order to improve organizational productivity. We have evidence from employers of our students, from standardized testing and from our management faculty that our students need to have higher levels of these managerial skills in order to be prepared to enter the world of work after graduation as indicated by a recent national recruiters survey. We believe that the proposed skills-based curriculum which is based on best business practices will improve our students' professional preparation and make them more competitive and successful in the 21st century workplace..

The approval of two new specializations in the Management/MIS Department (Human Resources Management and Entrepreneurship) and the increasing sophistication of the MIS specialization have given some students who had previously been "generalist management students" the option to focus their education in these more specialized areas. Given these changes in the other specializations in the DEPT, the Management Specialization needs to be revised so that it provides the generalist management education for which it was originally developed based on the market place requirements for management generalists, This proposed curriculum offers courses and a curriculum which will meet the needs of those students who are seeking a generalist management education better than the existing curriculum.

The revisions include developing two new required Management courses, requiring a Writing-Intensive course focused on business writing, moving three currently required courses to the electives bank, creating three new Management electives, and increasing the number of electives Management students complete in order to graduate. Each of these revisions is based on improving the curriculum and will be discussed in greater detail later in this proposal.

d. **Requirements for Admission and Graduation:**

These revisions require no changes in the current admissions and graduation requirements. Students must be admitted to the College of Business using the standard admission requirements. To graduate, students must earn a 2.00 in their Rowan courses and a 2.50 in their Rowan courses applying for the degree in BSBA.

e. Suggested Time and Scale:

The proposed revisions are ready for implementation in Fall, 2005.

Impact on Traditional Students

Students entering in Fall, 2005 will be required to complete the revised course requirements. Students who had entered the program before Fall, 2004, (i.e., current Rowan freshmen and sophomores who have not yet begun their Management Specialization required course work) will be transitioned to the new program as quickly as possible but any previously accepted course will continue to be accepted so that students do not lose time toward graduation (these students are grandfathered in to the current program and, if necessary, variances will be prepared). Students who are scheduled to graduate in either fall, 2005 or spring, 2005, will continue under the existing program although variances will be prepared should they wish to enroll in any of the new courses.

Impact on Part-Time Students

Part-time students will be handled on an individual basis. They will be advised to complete as much of the new curriculum as possible because we believe that the new program is a great improvement. However, as with current traditional students, any previously accepted course will continue to be accepted so that students do not lose time toward graduation (these students are grandfathered in to the current program and, if necessary, variances will be prepared).

f. Resource Requirements:

Library and classroom resources have proven to be adequate for the existing courses.

g. Recommended Library Resources:

There are no new library resources required by these proposed revisions. See the attached Library Resource form, completed by Connie Rosenberger, Librarian.

h. Staffing:

The proposed revisions to the Management specialization curriculum require no new resources in terms of faculty lines. There are at least three current faculty members in the Department of Management/MIS who are competent in each new Mgt course. With some courses being changed from requirements to electives and with other curricular changes, the Department of Management/MIS has the depth and quality of faculty required to implement our proposal. Our analysis indicates that even if the majority of the faculty who would be teaching in the proposed curriculum are granted load reductions as a result of the new teaching load policy or if a faculty member is granted sabbatical leave, the remaining faculty are versatile enough to cover the courses with no diminution in teaching efficacy and student learning.

The letter of consultation for the third new required Management course – Writing for the Workplace-WI taught in the Communications and Rhetoric Department states that this Department also has adequate faculty to staff the course.

All elective courses found in other Departments within the College of Business (Accounting and Finance and Marketing) or in other Departments within the University (Economics, Philosophy and Religion, Foreign Languages, Political Science, Sociology) are currently approved as electives in the existing curriculum. So there will be no effect on these other programs.

RATIONALE FOR PROGRAM REVISIONS:

There are a number of major reasons why revisions in the Management Specialization are necessary at this time. Each of the following reasons is discussed in detail in the paragraphs following the discussion of how the proposed revisions are supportive of the mission of the University, the COB, and the Department. To summarize the foundation for the need for the revisions

1. Industry requirements for generalist managers have changed.
2. Reports from employers of MGT Internship students indicate weaknesses for MGT students in the areas of managerial problem solving skills and interpersonal business skills.
3. The COB ETS exam indicates weaknesses in MGT students in quantitative skills analysis areas.
4. The approval of two new specializations within Management/MIS requires changes in the MGT specialization so that Rowan can continue to provide a generalist management education.
5. Management faculty have noticed communications weaknesses in the students in the areas of business writing and oral business interpersonal skills and business presentations.

The proposed revisions include three elements to address these foundation issues.

- (1) Developing two new required courses and three new elective courses in the Management/MIS Department: Leadership and Supervision for Managers; Decision-Making Tools for Managers(required courses); Managerial Data Analysis; Selected Topics in Management I and Selected Topics in Management II (elective courses).
- (2) Adding a Writing Intensive course based on business writing (Writing for the Workplace – WI) to the required courses.
- (3) Moving three currently required courses from required to electives. Quality Management, Management of Human Resources and Integrated Business Software Tools will no longer be required courses but will be moved to one of the three elective banks.
- (4) Creating three elective banks – quantitative business skills; qualitative people-oriented business skills; and business task skills. Students would be required to choose at least one course from each bank and would be able to choose their remaining two electives from any bank.

The Rowan vision states that “Rowan combines liberal education with professional preparation...” These proposed revisions improve our students’ professional preparation to enter the workplace.

The COB vision states that “the COB provides students with a[n] education that allows students to compete and succeed in the 21st century workplace. . . . [the] University’s

undergraduate programs ... focus on best business practices.” The proposed revisions are based on incorporating the business skills expected of new business graduates.

The Mission of the Management Specialization states that “... the program is designed to provide a strong foundation in both traditional and innovative management skills in ... supervision, communicating clearly... being able to analyze and solve business problems using both quantitative and qualitative information. ... The program emphasizes giving students the general management skills needed in the current workplace...” The proposed revisions are based on having our students acquire these skills.

First, the industry requirements for generalist managers have changed. Managers are now expected to have an extensive set of managerial skills which they are able to apply in a variety of workplace situations in order to improve productivity before they enter the workplace. For example, being able (1) to select and evaluate quantitative and qualitative business information from a variety of sources and apply that information effectively to their own organization; (2) to lead and supervise workers successfully; (3) to develop business policies and procedures, operating instructions, briefing papers, executive summaries, performance evaluations, and training materials which respond to changes in the external economic environment; (4) to develop effective and appropriate business presentations using available technology

The current Management Specialization curriculum does not give our students the necessary degree of skill in these areas. This conclusion is supported by the reports of the employers of our Management Internship students whose “weaknesses” were identified in the areas of interpersonal skills and problem-solving skills. Second, the ETS exam taken by all COB students in Business Policy (the Business Core Capstone Course) indicates that the Management students have “weaknesses” in the area of quantitative skills.

This proposed new curriculum provides courses to improve these areas of “weaknesses” by developing new courses in Leadership and Supervision for Managers (business based interpersonal skills) , Decision-Making Tools for Managers (quantitative skills), and Managerial Data Analysis (quantitative skills); and by requiring students to take at least two quantitative courses (rather than the one currently required) in a quantitative area. Both of the quantitative courses build on the skills and knowledge that students acquire in Calculus Techniques and Applications and Statistics I but focus on business applications of those skills.

Second, the Management Specialization was developed to give students a generalist management education with courses designed to give students a coherent and cohesive body of managerial skills and the flexibility to create an individual curriculum to fit their own career needs. At this point, the curriculum does not meet these needs. First, the large number of available electives may actually prohibit students from acquiring a cohesive of skills and knowledge. Second, the current artificial division of electives into Management Electives and Business Electives prohibits students with the ability to use their electives to create the individual base of skills and knowledge to meet their own career needs. This proposed new curriculum corrects these problems by increasing the number of electives for each student to five (5) rather than four (4); and by reducing the number of electives available in order to improve the cohesiveness of the education gained. However, students still have an opportunity to develop a curriculum which meets their specific career development needs, since the option exists that other courses (not specifically listed as electives) could also be taken as electives as long as the student has worked with his/her advisor to create a unique career development plan. Students

will be contacted each semester by their advisors to discuss the development of a career development plan based on the student's future plans as a generalist manager.

Third, the need for revisions has also emerged from the internal world of the Management/MIS Department itself. The Management Specialization was originally developed to give students a generalist management education. The approval of two new specializations (Human Resources Management and Entrepreneurship) and the increasing sophistication of the MIS specialization have given some students who had previously been "generalist management students" the option to focus their education in these more specialized areas. At this point, the management curriculum includes courses which are primarily focused on students in other specializations. This proposed curriculum offers specialized generalist management courses and curriculum which will meet the needs of those students who are seeking a generalist management education.

Fourth, our management faculty is concerned that in an economic world that requires managers to spend increasing amounts of time developing and implementing business policies which reflect increasing amount of government regulation; preparing written procedures and instructions to comply with these regulations; and designing and offering business presentations which address the challenges of the 21st century workplace, that our management students do not acquire the professional writing and platform skills desired by business employers. This proposed curriculum requires a Writing Intensive course focused on workplace writing skills (Writing for the Workplace – WI) which builds on the skills students acquire in Composition II and Public Speaking but focuses those skills on the specific needs of business reading and writing and business presentations.

Curricular Effect:

Specialization Impact:

This proposal is a Major Program Revision for the Management Specialization (Mgt) within the College of Business in order to meet the needs of the students enrolled in the Management Specialization as described earlier.

The revisions include developing three new required Management courses, moving three currently required courses to the electives bank, creating one new Management elective, and increasing the number of electives Management students complete in order to graduate. Each of these revisions is based on improving the curriculum and is discussed in detail in the Major Program Revision Proposal.

The overall impact of these courses will have no effect on other departments and colleges within the University.

The impact will only be within the Management Specialization. As a result of the totality of the revisions, some existing Management Specialization courses will be offered less often but the faculty teaching the currently required courses will be reassigned to the proposed new courses. In addition, the number of sections of Organizational Behavior-Writing Intensive will be reduced and the number of Organizational Behavior – Non-Writing Intensive will be increased. In summary, the Management/MIS department has the depth and quality of faculty to implement these proposed revisions with no diminution of teaching effectiveness. No additional faculty will be required.

Summary Overview of Management Specialization Curricular Changes

New Management Specialization Curriculum	Old Management Specialization Curriculum	Change
General Education (30 cr hrs)	General Education (30 cr hrs)	No change
Business Core (27 cr hrs)	Business Core (27 cr hrs)	No change
Management Specialization (33 cr hrs)	Management Specialization (33 cr hrs)	No change
Specific Courses in Specialization	Specific Courses in Specialization	
Writing for the Workplace (3 cr hrs)		New requirement
Leadership and Supervision (3)		New requirement
Decision-Making Tools for Mgrs (3)		New Requirement
Internship (3)	Internship (3 cr hrs)	No change
Business Simulation (3)	Business Simulation (3)	No change
Managing International Business (3)	Managing International Business (3)	No change
	Integrated Business Software Tools (3)	Moved to elective bank
	Management of Human Resources (3)	Moved to elective bank
	Quality Management (3)	Moved to elective bank
Five Management Electives (15)	Two Management Electives (6)	Increased
	Three Business Electives (9)	Merged with Mgt Elect

*all new
noted
attached*

ESSENCE OF THE PROGRAM REVISIONS

a. Major Goals To Be Reached by the Program Revisions:

As stated in the Mission of the Management Program, this specialization prepares students for meaningful positions in management while providing them with a foundation for career growth. The program is designed to provide a strong foundation in management skills in the areas of leading and supervising others in the workplace; communicating clearly with others in the workplace; and analyzing and solving business problems. The program intends to help each student mature into a manager who has the skills and knowledge to manage a business in today's economic environment.

b. Specific Objectives of the Program Revisions:

As stated in the Mission of the Management Program, students enrolled in this specialization are expected

- a) to learn important concepts, skills, and techniques focused on leading and supervising other workers;
- b) to collect and evaluate relevant information – ethical, quantitative and qualitative – necessary to solve business problems;
- c) to use critical thinking skills to design and implement solutions for business problems;
- d) to improve their oral and written business communications skills; and
- e) to build their knowledge of how to design effective workplace teams.

c. Structure of the Program After the Revisions:

As indicated in the charts on the next pages, the revisions make no changes to the General Education and Business Core requirements. Pre-requisites are included in parenthesis. The curriculum charts for the proposed Management Specialization curriculum are clearly indicated.

The revisions make no changes to the General Education and Business Core requirements. Pre-requisites are included in parenthesis

Charts follow on pages #11, #12, and #13.

Course (<i>prerequisites in parentheses</i>)
Gen Ed – Communications (9 cr hrs)
College Comp I
College Comp II (<i>Comp I or Integrated Comp</i>)
Public Speaking
Gen Ed – Math & Science (13 cr hrs)
Calc T & A (<i>Equiv of College Alg</i>) or Calc I
Statistics I (<i>Equiv of College Alg</i>)
Computing Environments (<i>Comp Literacy or RU Competency Exam</i>)
Science Elective with Lab (4 cr hrs)
Gen Ed --Social & Behavior Science (9 cr hrs)
Intro to Econ – Macro
Intro to Econ – Micro
Gen Ed -- History/Humanities/Language (9 cr hrs)
LIT course
Gen Ed – Fine Arts (3 cr hrs)
Gen Ed – Electives (9 cr hrs)
Non-Business Electives (8 cr hrs)

Business Core (27 cr hrs)
Principles of Accounting I (<i>24 credit hours</i>)
Principles of Accounting II (<i>Principles of Accounting I</i>)
Principles of Marketing (<i>Comp I or Integrated Comp I and 12 credit hours</i>)
Legal Environment (<i>24 credit hours</i>)
Organizational Behavior or Organizational Behavior-WI (<i>Comp II and 57 credit hours</i>)
Principles of Finance (<i>Macro, Micro, Calc T & A, Stats I, 57 credit hours, admitted to Business or Accounting major</i>)
Management Information Systems (<i>Computing Environments, 57 credit hours, admitted to Business or Accounting major</i>)
Operations Management (<i>Calc T & A, Stats I, 57 credit hours, admitted to Business or Accounting major</i>)
Business Policy (<i>Legal Environments, Marketing, Org Behavior, Finance, MIS, Ops Mgt, 87 credit hours admitted to Business or Accounting Major</i>)

Specialization Curriculum Charts for Proposed Management Specialization After Revisions

The curriculum charts for the proposed Management Specialization curriculum would be as follows with pre-requisites clearly listed in Column #2.

Management Specialization (33 s. h.) **	Pre-requisites
Writing for the Workplace- WI Designated Section for Management Students	Composition I HEGIS 1501111 Composition II HEGIS 1501112 57 credit hours Admitted to Management Specialization
Leadership and Supervision for Managers	Public Speaking HEGIS 1506202 57 credit hours Admitted to Management Specialization or permission of the instructor
Decision-Making Tools for Managers	Operations Management HEGIS 0506305 57 credit hours Admitted to Management Specialization or permission of the instructor
Management of International Business (M/G)	Microeconomics HEGIS 2204102 Macroeconomics HEGIS 2204101 Organizational Behavior HEGIS 0506309
Internship or Research Field Experience	Organizational Behavior (Internship) HEGIS 0506309 Operations Management (Field Experience) HEGIS 0506305 57 credit hours
Business Simulation	Principles of Finance HEGIS 0504300 Principles of Marketing HEGIS 0509200 Organizational Behavior HEGIS 0506309 Operations Management HEGIS 0506305 87 credit hours Admitted to Business or Accounting majors
Management Electives (Choose 5 courses with at least one being from each of the banks below) See the next page	

Curricular Impact

Departmental Effect:

Leadership and Supervision and Decision-Making Tools for Managers are two new courses required in the Management Specialization. Management of Human Resources (HEGIS 0506302), Quality Management (HEGIS 0506404) – taught by Management faculty -- and Integrated Business Software Tools (HEGIS 0702300) – taught by MIS faculty -- will no longer be required. Coverage of the new courses will be handled either by reassigning faculty currently teaching the courses no longer required to the newly required courses (for which the faculty are academically and experientially credentialed); by offering the “new electives” less often; by reducing the number of Organizational Behavior- WI sections and offering more sections of Organizational Behavior-Non-WI; by restricting enrollment in the new courses; or by the reassignment time proposal. The teaching load of the MIS faculty currently teaching Integrated Business Software Tools will be handled by the proposed changes in the MIS curriculum; by offering this course less often; or by the reassignment time proposal.

Management Electives (5 courses with at least 1 from each of the banks)	<i>(Prerequisites are in italics)</i>	
Quantitative Skills	Qualitative People Skills	Organizational Task Skills
Quality Management <i>(Operations Management 0506305)</i>	Organizational Change and Development <i>(Organizational Behavior 0506309)</i>	Technology Entrepreneurship
Integrated Business Software Tools <i>(Computing Environments 0701200)</i>	Management of Human Resources	Entrepreneurship and Innovation
Managerial Data Analysis <i>(Calc T & A 170125 or Calc I 1701130, StatsI 1702260)</i>	Training <i>(Management of HR 0506302)</i>	Entrepreneurship and Small Business Management
New Venture Development	Recruitment <i>(Management of HR 0506302)</i>	Information Systems Dimensions of E-Business
Product, Price, and New Venture Management <i>(Marketing 0509200)</i>	Strategic Issues in Family Business	Services Marketing <i>(Marketing 0509200)</i>
Cost Accounting <i>(Account II 0503211)</i>	Sales Force Management <i>(Marketing 0509200)</i>	Retailing <i>(Marketing 0509200)</i>
Risk and Insurance <i>(Micro 2204101 and Macro 220.102)</i>	Consumer Behavior <i>(Marketing 0509200)</i>	Management of Advertisement and Promotion <i>(Marketing 0509200)</i>
	Business Ethics	Public Administration
	Spanish for Business <i>(Intermed Span II 1105211 or 3 years of High School Spanish)</i>	Human Services Organizations <i>(Intro to Sociology 2208120)</i>
	Additional 3 s.h. of an Internship	Sociology of Complex Organizations <i>(Intro to Soc 2208120)</i>
		Selected Topics in Management I:
		Selected Topics in Management II:
Any other course approved by student's advisor to fulfill the quantitative skills requirement	Any other course approved by student's advisor to fulfill the qualitative people skills requirement	Any other course approved by student's advisor to fulfill the organizational task skills requirement

d. New courses under Revisions with a brief description and credit hours for each:

0506.3XX 3. s.h. 0506
Leadership and Supervision for Managers:
(Prerequisites: Public Speaking 1506.202), 57 credit hours, admitted to the Management Specialization or Permission of the Instructor,

The course is designed for undergraduate business students. Course content will cover the theories of business leadership and supervision – with the focus on first line supervisors.. Students will focus on the theory and acquisition of various business leadership and supervisory tasks and skills necessary to work with other business managers in a global market world and to supervise workers with diverse backgrounds. These business skills will include establishing workplace goals, organizing work units for productivity, conducting interviews, giving feedback to subordinate employees, designing and implementing employee motivation programs, and supervising workteams. By the end of the course, students will be able to effectively diagnose the complex dynamics of leadership and supervision in business environments and take action as leaders and supervisors to improve individual and organization performance

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0506.3XX 3. s.h. 0506.311
Decision-Making Tools for Managers
(Prerequisites: Operations Management HEGIS 0506305, 57 credit hours, admitted to the Management Specialization or Permission of the Instructor,)

This course will focus on how the quality of managerial problem solving and decision-making can be enhanced by the use of business statistical tools and quantitative models. It will increase students' knowledge of how to identify business situations which would benefit by the application of common business analytical methods and models and require that they use these methods and models to solve realistic business problems. Spreadsheet applications will be emphasized.

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0506.4XX 3. s.h. 0506.354
Managerial Data Analysis
(Prerequisites: Calc T & A 1703.125 or Calc I 1701130, Stats I 1702.260, 57 credit hours, admitted to the Business or Accounting programs)

This course is designed to acquaint management students with the knowledge to collect and analyze business information from a variety of sources and under various conditions of uncertainty in order to analyze this data in order to increase the productivity and effectiveness of the businesses by which they are employed. The focus is placed upon the ability to collect relevant business data and report the findings of their analysis in order that the findings may be applied in specific business situations. The emphasis will be on the use of realistic business data, business analysis processes, business applications, and business reporting techniques.

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0506.3XX

Selected Topics in Management I

0506.312 3 s.h.

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(Prerequisites: 57 credit hours, admitted to the Management Specialization)

The course will provide students with the opportunity to learn about and respond to situations which are causing changes in the current business environment. Students will collect business information about the change, analyze it, make business decisions, discuss implementation of these decisions, and modification of those decisions in these situations. Students will also have the opportunity to become thoroughly familiar with all of the business aspects of the industries in South Jersey in which most of them will be employed.

0506.3XX

Selected Topics in Management II

0506.313

3 s.h.

(Prerequisites: 57 credit hours, admitted to the Management Specialization)

The course will provide students with the opportunity to become thoroughly familiar with all of the business aspects of the industries in the local economic environment in which most of them will be employed. Students will become knowledgeable about a specific industry in the multiple business facets of accounting, finance, human resources, use of information systems, facilities, etc. Industries can include the gaming and hospitality industries, the manufacturing sector, the health-care industry.

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e. Sequence of course work :

Management Specialization Course Sequence for Program. The pre-requisites for each course are listed in the General Education Table, the Business Core Table, or the Management Specialization and Electives Table previously presented on pages 11, 12, and 13.

FRESHMAN YEAR

Fall

Comp I
Calculus T & A
Macro Economics
Computing Environments
History/Humanities/Language Elective (LIT)

Spring

Comp II
Stats I
Micro Economics
Science Elective with Lab
Public Speaking

SOPHOMORE YEAR

Fall

Accounting I
Marketing or Legal Environments
Fine Arts Elective
Social & Behavior Elective
History/Humanities/Language Elective

Spring

Accounting II
Marketing or Legal Environments
History/Humanities/Language Elective
Gen Ed or Non-Business Elective
Gen Ed or Non-Business Elective

JUNIOR YEAR

Fall

Writing for the Workplace-WI (Mgt Section)
Operations Management
Organizational Behavior
Mgt or Gen Ed Elective
Mgt or Gen Ed Elective

Spring

Leadership and Supervision for Managers
Decision-Making Tools for Managers
Managing Information Systems
Mgt or Gen Ed Elective
Internship

SENIOR YEAR

Fall

Finance
Managing International Business
Mgt or Gen Ed Elective
Mgt or Gen Ed Elective
Mgt or Gen Ed Elective

Spring

Business Policy
Business Management Simulation
Mgt or Gen Ed Elective
Mgt or Gen Ed Elective
Mgt or Gen Ed Elective

f. Uses of courses from other units in the Institution as a result of the proposed revisions:

Under the revisions proposed here, the major change to the use of courses in other units of the University is the addition of Writing for the Workplace-WI to the required courses in the Management specialization. As the letter of consultation (Appendix A) states, the Department of Communication and Rhetoric has approved this proposed revision. All proposed electives are acceptable in the existing curriculum and the other units had agreed to provide such services at the time the original Management Specialization Curriculum was approved.

g. Compare and Contrast the Revised Program with Similar Programs of High Quality:

Attached to this Proposal in Appendix G are examples of General Management Programs at other Regional Colleges.

h. Administration After Revisions:

The Management Specialization would continue to be administered by the Department of Management/MIS in the COB in which all the qualified faculty hold appointments.

i. Program Evaluation After Revisions:

The revisions proposed here would not change the methods of program evaluation used by the Management/MIS Department.

RESULTS OF CONSULTATION ABOUT REVISIONS: (See Appendix A)

Letters of consultation from the Departments of Communication and Rhetoric, Mathematics, Marketing, Accounting and Finance, and Educational Leadership are attached to this proposal indicating their approval.

NEW COURSES TO BE ADDED AS A RESULT OF THE REVISION:

Leadership and Supervision for Managers	Appendix B
Decision-Making Tools for Managers	Appendix C
Data Analysis for Managers	Appendix D
Selected Topics in Management I	Appendix E
Selected Topics in Management II	Appendix F

Curricular Impact of the Proposed New Courses:

Curricular Effect:

Specialization Impact:

Each of the five courses being proposed as revisions to the Management Specialization has been developed in order to meet the needs of the students enrolled in the Management Specialization as described earlier.

The revisions include proposing three new required courses to the Specialization. Two of the newly required courses will be taught by faculty in the Management/MIS Department: Leadership and Supervision and Decision-Making Tools for Managers. The third newly required course will be taught by the Communications and Rhetoric Department: Writing for the Workplace-WI. Three of the currently required courses will be moved to the Management electives bank: Quality Management; Managing Human Resources; and Integrated Business Software Tools. Three new Management electives will be created: Managerial Data Analysis; Selected Topics in Management I and Selected Topics in Management II. Each of these revisions is based on improving the curriculum and is discussed in detail in the Rationale section of this proposal.

Most of these proposed revisions courses will have no effect on other departments and colleges within the University. The Department of Communication and Rhetoric has approved the requirement of Writing in the Workplace- WI for our Management students and has agreed to designate a special section for these students. The letter of consultation is attached in Appendix A.

The major impact will be within the Management Specialization. As a result of the totality of the revisions, some Management Specialization courses will be offered less often but the faculty teaching the currently required courses will be reassigned to the proposed new courses. In summary, the Management/MIS department has the depth and quality of faculty to implement these proposed revisions with no diminution of teaching effectiveness. No additional faculty will be required. The impact is completely explained on page 12 of this proposal.

The existing library holding and online database will meet the library requirements for the proposed courses.

Rationale for the Specialization Revisions:

There are a number of major reasons why revisions in the Management Specialization are necessary at this time. Each of the following reasons was discussed in detail in the Major Program Revision Proposal and was integrated with the visions of the University, the College of Business and the Management Specialization as repeated below.

The Rowan vision states that “Rowan combines liberal education with professional preparation...” These proposed revisions improve our students’ professional preparation to enter the workplace.

The COB vision states that “the COB provides students with a[n]education that allows students to compete and succeed in the 21st century workplace. . . .[the] University’s

undergraduate programs ... focus on best business practices.” The proposed revisions are based on incorporating the business skills expected of new business graduates.

The Mission of the Management Specialization states that “... the program is designed to provide a strong foundation in both traditional and innovative management skills in ... supervision, communicating clearly... being able to analyze and solve business problems using both quantitative and qualitative information. ... The program emphasizes giving students the general management skills needed in the current workplace...” The proposed revisions are based on having our students acquire these skills.

To summarize the foundation for the need for the program revisions

- (1) Industry requirements for generalist managers have changed
- (2) Reports from employers of MGT Internship students indicate weaknesses for MGT students in the areas of managerial problem solving skills and interpersonal business skills.
- (3) The COB ETS exam indicates weaknesses in MGT students in quantitative skills analysis areas.
- (4) The approval of two new specializations within Management/MIS requires changes in the MGT specialization to continue to provide a generalist management education.
- (5) Management faculty have noticed communications weaknesses in the students in the areas of business writing and oral business interpersonal skills and business presentations.

Each of the five new course proposals in Appendices A, B, C, D and E was developed to address one or more of these foundation issues as described in the Course Rational Section within each proposal. The totality of the new course proposals addresses issue #4.

Leadership and Supervision for Managers was developed to address issues #1 and #2.

Decision Making Tools for Managers was developed to address issues #1, #2, and #3.

Managerial Data Analysis was developed to address issues #2 and #3.

Selected Topics in Management I addresses the ability of the Specialization to provide timely information to our students about relevant changes in the environment in which the businesses for which they work operate.

Selected Topics in Management II provides our students with in-depth knowledge of businesses in the local environment in which they will be employed.

Requiring Writing for the Workplace-WI addresses issues #1, #2 and #5.

APPENDIX A
LETTERS OF CONSULTATION

Department of Communication and Rhetoric
Department of Mathematics
Department of Educational Leadership
Department of Accounting and Finance
Department of Marketing



Composition and Rhetoric

Date: October 4, 2004
To: Dr. Robert Fleming, Dr. Kathleen Pereles, Dr. Dilip Mirchandi
From: Janice Rowan, Chair, Composition and Rhetoric
Subject: Course Proposal for Strategic Business Communications

My thanks to all of you for discussing your ideas for a course to address the development of advanced writing and speaking skills for your Management students. We look forward to working with faculty in the College of Business and to serving our students' needs. Toward the end of our meeting, we agreed that a possible plan would be to designate one section of our Department's Writing for the Workplace course for Management students only. The steps to implement this plan are as follows:

- For one or two years, the course would be team-taught with faculty from Management and Composition and Rhetoric. Our deans have indicated their support for this arrangement.
- The content of the course would be essentially what you indicated in your Strategic Business Communications proposal. The course would be designated WI and would include a few presentations and speaking assignments (as is the case with current Writing for the Workplace sections) but would not provide a fully developed speaking component.
- The course would run both spring and fall and serve about 25 students each semester. As a WI courses, the cap should not exceed 22 per section.
- After the pilots have been run and the course is established, the course would remain in the Composition and Rhetoric department and be taught by writing faculty.
- Another issue was the Communication Studies Department's role regarding the speaking skills you want taught in the course. I have passed your recommendation on to Dr. Lorin Arnold, acting department chair. The

suggestion is that, as the course develops, either the Comm Studies faculty team-teach the course with the writing faculty, or the Comm Studies faculty develop a new course for your students, and for others, along the lines of Speaking in the Professions. The latter possibility has perhaps already been considered and seems preferable.

- I have circulated this proposal to my faculty and received positive feedback, and two qualified faculty have expressed interest in teaching the course.
- In exchange for our providing the essence of “Strategic Business Communications,” your department has agreed to withdraw your new course proposal and to move ahead with the special section of Writing for the Workplace.

Cc: Dean Craig Monroe, Dean Ted Schoen, Dr. Lorin Arnold



Mathematics Department

TO: Faye X. Zhu , Department of Management/MIS

FROM: Ronald J. Czocho, Chairman *Ronald J. Czocho*
Mathematics Dept.

DATE: October 6, 2004

RE: Consultation for new courses entitled *Decision-Making Tools for Managers* and *Managerial Data Analysis*

I have reviewed your proposals for these two courses and have consulted with the members of the Mathematics department. We are happy to see the development of two new courses in the Management curriculum that build on the knowledge that students bring from their calculus and statistics classes. It is particularly relevant that these quantitative courses require statistics and calculus as prerequisites and use the quantitative skills developed in the mathematics courses to address management related problems.

While both courses that you propose are distinct from the mathematics courses listed as prerequisites, there is some overlap in both courses with ideas covered in Statistics I. This overlap is necessary to make the courses complete, but we recommend that any review of the basic ideas of descriptive and inferential statistics that is covered in your courses keep in mind that this material is review and not new to the students.

We are pleased to see that you will be using both Excel and dedicated statistics software in these courses. In our Statistics II course, which would be at roughly the same level as your Managerial Data Analysis course, we use dedicated statistics software exclusively. If your course is designed to accomplish some of the same goals as our Statistics II course, it is a necessity for your students to use a statistical package that is more highly regarded with respect to statistical analysis than Excel.

Since most of your majors do not now take Statistics II, these courses should not have much of an effect on enrollment in our course.



Educational Leadership

October 6, 2004

To: Dr. Linda Ross, Management MIS Department
From: David C. Hespe, Chair of the Educational Leadership Department
Re: Curriculum Revision Proposal

A handwritten signature in black ink, appearing to read "Dave", written over the "From:" line of the email header.

Thank you for giving the Department of Educational Leadership the opportunity to consult on your curriculum proposals in business leadership and supervision. We see no conflict between your courses and ours in educational leadership. We support your proposals and wish you the best of luck in your endeavors.

Ms. Kathleen Purcell

From: Carol M. Uebel, Chair Acad & Finance


Subject: Proposal to Change Mgmt Specialization Requirements
Date: December 2, 2004

I have reviewed the proposal and support it in its entirety.

Carol Uebel



*College of Business
Department of Marketing*

TO: Dr. Kathleen Perles
FROM: Berhe Habte-Giorgis, Chair, Marketing Department 
SUBJECT: New Course Consultation
DATE: December 2, 2004

I have circulated to faculty in our department the proposal for new courses that your department is trying to introduce. The new courses constitute essential skills that managers need to have to be effective in their jobs. This is a much needed change and is a departure from the organization behavior approach to decision making and problem solving with quantitative implications. Our Marketing program follows similar model.

We applaud you for your insight and effort and fully support the proposal.

Pages 27-67
are Process A.

COURSE PROPOSALS
FOR 5 COURSES.

APPENDIX G
Other Quality Programs



Academics

Team

UNDERGRADUATE PROGRAM

Curriculum

> Academics

- Overview
- Curriculum
- Concentrations
- Joint-Degree Programs
- Interdisciplinary Study
- Global Focus
- More Academic Opportunities
- Collaborative Learning Environment
- Team Experience

Student Life

- Admissions
- Careers
- FAQ

-
- Visit
 - Request Info
 - Contact Us

Breadth and Depth

The Wharton curriculum provides both breadth and depth. Students combine a liberal arts education and a foundation in core business concepts. The innovative learning experience develops leadership and teamwork skills as well as insights into the management of organizations.

Program Requirements

The four-year undergraduate program to earn the Wharton B.S. in Economics degree consists of 37 integrated liberal arts and business education courses, leading to the Bachelor of Science in Economics degree from the University of Pennsylvania.

General Education Requirement

A strong interdisciplinary base for critical thinking and problem solving through liberal arts.

3 Foundation: microeconomics, macroeconomics, and calculus

7 Liberal Arts: humanities, social sciences, and natural sciences

1 Writing Course

5 Electives

Foreign Language Requirement: Penn offers instruction in more than 100 languages.

Business Education Requirement

Introductory core and advanced courses in business:

1 Management 100: [Teamwork and Leadership in Groups](#)

9 Business Fundamentals: accounting, statistics, finance, management, marketing, operations and information management

4 Business Depth: four upper-level courses in one of 18 "concentrations"

3 Business Breadth: three upper-level courses in different disciplines outside their concentration

Environment of Business Requirement

Expands understanding of the societal, organizational and global context of business:

2 Societal Context: courses on business law, ethics and responsibility, or global practice

1 Organizational Context: course on industrial relations, human resource management, or risk management

Student

"The faculty is... has been my e... especially at hi... professors are... tune with stude... always willing t... learning experi...

Ryan Hinkle
W'03

Penn Admis

Learn about Pe... process and re...

Wharton Ur

Find out more i... programs on th... current Wharto...

Related Links

Wharton Acad
Policies, resour... for student plan... study

Penn Language

Penn teaches i... languages from... Language to Zi...

Department of

Languages
Penn's acaderr... for French, Itali...

3 Global Context: courses that focus on international content

University Of Pennsylvania

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SEARCH

CURRICULUM POLICIES DUAL JOINT DEGREE & MISCHOLARS & RESEAISTUDY ABROAESTUDENT LIFE PRE-COLLEGE PROGRA EVENIN

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In the Summer" Pictures

MANAGEMENT

Homecoming & Events
Undergraduate
Academics

<http://www-management.wharton.upenn.edu>

Management Concentration Advisor

Dr. Edward Shils - 2013 SH-DH (215-898-7722)

Managers in a global economy must simultaneously understand the total enterprise and comprehend the forces shaping the organization's direction, policies and goals, while at the same time exercising personal leadership in managing the firm's human resources. Wharton's Management Department offers a flexible and balanced interdisciplinary program that applies basic social science disciplines and research methods to management and leadership problems in the public and private sectors.

Suggested groupings of courses in Entrepreneurial Management, Multinational Management, Human Resource/Organizational Management, and/or Strategic Management are given below. Students, however, are encouraged to consider the wide range of courses available, as any four management courses beyond MGMT 101 comprise a concentration in Management.

Entrepreneurial Management

- MGMT 230 Entrepreneurial
- MGMT 231 Entrepreneurial & Venture Initiation
- MGMT 233 Strategies and Practices of Family-controlled Companies
- MGMT 235 Technological Innovation
- MGMT 237 Management of Technology
- MGMT 245 Managing The Process of Innovation
- MGMT 251 Consulting to Growth Companies

Human Resource/Organizational Management

- MGMT 104 Industrial Relations and Human Resource Management
- MGMT 234 Comparative Management
- MGMT 238 Organizational Behavior
- MGMT 239 Organization Design
- MGMT 240 Group Dynamics
- MGMT 243 Communications in the Workplace
- MGMT 244 Human Resources Management
- MGMT 248 Executive Leadership
- MGMT 255 Community Reinvestment

REMARKS

- ▶ Sep 8 First Day of Classes
- ▶ Sep 24 Add Period Ends
- ▶ Oct 15 Drop Period Ends
- ▶ Oct 16 Homecoming

RELATED LINKS

- ▶ [Worksheet](#)
- ▶ [Declare a Concentration](#)
- ▶ [Course Offerings](#)

ADDRESS

GORDON & HATTERSLEY SUITE
695 JON M HUNTSMAN HALL
PHILADELPHIA, PA 19104
PH: (215) 898-7608
FAX: (215) 670-6070
ADVISING@WHARTON.UPENN.EDU

- MGMT 291 Negotiations

Multinational Management

- MGMT 111 Multinational Management
- MGMT 205 Multinational Corporate Strategies
- MGMT 209 The Politics of the Multinational Firm
- MGMT 234 Comparative Management

Strategic Management

- MGMT 211 Competitive Strategy
- MGMT 213 Strategic Management in a Sustainable Society
- MGMT 214 Microeconomics and Technical Change
- MGMT 223 Business Strategy and Policy
- MGMT 230 Entrepreneurship
- MGMT 234 Comparative Management
- MGMT 237 Management of Technology
- MGMT 249 Corporate Development: Mergers & Acquisitions
- MGMT 253 Creating, Managing, and Presenting the Arts
- MGMT 282 Strategic Implementation



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PROSPECTIVE STUDENTS | CURRENT STUDENTS



Undergraduate Management Major

The work of a manager involves analyzing, planning, and coordinating the activities of an organization. The management major provides training in analyzing problems, making decisions, completing assignments, training and supervising employees, budgeting, and coordinating. The major provides the skills needed to secure an entry level position, as well as the tools and knowledge to lead an organization.

The management area encompasses entrepreneurship, human resources management, technology, strategy, and international business. Management majors can pursue a general management track, entrepreneurship track, or e-commerce technology specialization. The General Management Track provides students with broad exposure to several management subfields. The Entrepreneurship Management Track provides students with preparation as an entrepreneur or a corporate "intrapreneur".

Management Degree Worksheet

PreBusiness Requirements:

The first eleven courses listed below must be completed with at least a grade of "C" or better and a grade point average of at least 2.7 **before** admission into a School of Business-Camden.

Microeconomic Principles	50:220:105
Macroeconomic Principles	50:220:106
English Composition I	50:350:101
English Composition II	50:350:102
Calculus for Business, Economics, and Life Sciences	50:640:130
Introduction to Statistics I	50:960:283
Introduction to Statistics II	50:960:284
Introduction to Financial Accounting	52:010:101
Management Accounting	52:010:202
Introduction to Business Computing	52:135:201
Business Law I: Legal Environment	52:140:101

General Education Requirements:

These courses are required for major programs and are normally completed during the first two years of their academic career. (Further defined in the current Camden Undergraduate Catalog)

Arts & Science Elective	6 credits beyond the introductory level in an approved Arts & Science major.
Arts & Science Elective	
Arts & Science Elective	3 credits from any Arts & Science major.
Arts & Science Elective	3 credits from any Arts & Science major.

World Masterpieces	50:350:238
Foreign Language Requirement	3 credits from the offerings of a foreign language department.
Writing Course Requirement	3 credits from the offerings courses: 50:989:300,301,302,303 or a Writing Intensive (W) A& S course..
Theater, Music, or Art Requirement	3 credits
History, Philosophy, or Religion Requirement	3 credits
Philosophy Elective	3 credits
Introductory Social Psychology	50:830:235
Social Science Requirement	3 credits from the offerings of the social science disciplines.
Natural Science Requirement	3 credits from the offerings of the natural science disciplines.
Free Electives	3 credits
Free Electives	3 credits

Business Core Courses

These courses are completed **only after** admission into the School of business.

Principles of Finance	52:390:301
Organizational Behavior	52:620:303
Operations Management	52:620:312
Management Science	52:620:321
Business Policy	52:620:450
Management Information Systems	52:623:334
Principles of Marketing	52:630:201

Management Major Area Courses:

Human Resources Management (52:620:365) OR Labor-Management Relations (52:620:367)	3 credits
The Management of Multinational Business	52:620:369
Management Elective	52:620:xxx
Management Elective	52:620:xxx
ECommerce Elective	52:620:xxx
Business Elective	3 credits
Business Elective	3 credits

General Education Requirements

Students are required to complete twelve credits in "Arts & Science" electives. Six of credits must be beyond the introductory level chosen from an approved single arts a

Foreign Language Requirement: Students are required to complete three credits from the foreign language department, not necessarily a course that requires the speaking language.

Writing Course Requirement. Students are required to complete one of the following by the English Department (989:300, 301, 302, 303) or a Writing Intensive (W) cours

another department.

Theater, Music or Art Requirement: Students are required to complete three offerings of the art, music, or theater arts departments. (Courses in speech do requirement.)

Management Major Requirements

Human Resources Management or Labor-Management Relations Requirement: Students are required to complete three credits in either 52:620:365 or 52:620:367 – students are not required to complete both.

Management Elective Requirement: Students are required to complete six credits in the management faculty (courses with an 52:620 designation).

Ecommerce Elective Requirement: Students are required to complete three credits in ecommerce courses (courses with an 52:623 designation).

Business Elective Requirement: Students are required to complete six credits in business courses at or above the 300 level. (These courses may be from any of the business areas listed: finance; management; ecommerce; or marketing. The student is not required to complete credits from the same area.)

Transferring students pursuing an Associates Degree should contact the Transfer Center at their present institution to insure an easy transition. The School of Business-Camden has Transfer Agreements with the following county/community colleges: Atlantic Cape Community College; Burlington County College; and Camden County College.

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file 75

Eastern University
CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM

The purpose of this form is to provide a channel of communication between the library and faculty changing and designing new courses/programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the course program. The information will also provide rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian. THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS.

- The sponsor(s) complete parts A & B. If assistance is required to complete parts A & B, please notify the liaison librarian.
- Forward this form to the librarian who will complete parts C, D & E.

This form must be completed and attached to the original curriculum proposal before being approved by the Senate Curriculum Committee

A. College of Business Department: Management/MIS
 Date 10/5/04
 Proposed by Zanutu-Gomez, Fleming, Mirchondani, Perveles, Ross, Zik
 Course Title Major Program Revision - Process C.
 Anticipated Date for Course/Program Offering Fall, 2005
 B. List specific resources that should be acquired to support this course/program.

Each proposed course has a specific listing in its Process A.

- C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

Each proposed course has a specific listing in its Process A.

- D. List key periodicals available in the library to support this course/program.

Each proposed course has a specific listing in its Process A.

- E. Librarian comments and recommendations: *Any new courses proposed in this revision have been reviewed separately and a review of library resource in support of said course has been performed.*

Name of LIBRARIAN LIAISON Connie Rosenberger Librarian Signature: Connie Rosenberger

121
124

Faison, Christy

From: Faison, Christy
Sent: Monday, February 14, 2005 2:18 PM
To: Banutu-Gomez, Michael B.; Fleming, Robert S.; Mirchandani, Dilip; Pereles, Kathleen Lynn Ha; Ross, Linda; Zhu, Faye X.
Cc: Milou, Eric; Wiest, Rosemarie; Mosto, Patricia
Subject: Scc 04-05-121,124

Hello Colleagues,

I have received curriculum proposal 04-05-121 for a major program revision for the Management Specialization. On page 10 you show the general education component as 30 credit hours. Is this an error? Please provide a revised chart - now showing the new general education model. On pg. 13 (bottom), you indicate that coverage of courses could be handled by restricting enrollment in courses. Although this is one of several options, it is concerning. Could you please explain that further? Finally, on proposal 04-05-124 (Managerial Data Analysis) the prerequisites listed on the proposal are fewer than those which are listed on the catalog description. Please verify which is correct. Thanks, Christy

Christy L. Faison, Ed.D.
Interim Provost
Rowan University
856-256-4108

Faison, Christy

From: Kathleen Lynn Ha Pereles [pereles@rowan.edu]
Sent: Thursday, February 17, 2005 5:31 PM
To: Banutu-Gomez, Michael B.; Fleming, Robert S.; Mirchandani, Dilip; Ross, Linda; Zhu, Faye X.; Faison, Christy
Cc: Milou, Eric; Mosto, Patricia; Wiest, Rosemarie
Subject: Re: Scc 04-05-121,124

Dear Christy and Other Colleagues.

This material is being submitted in response to your e-mail about the Management Specialization Curriculum.

I am responding to the two "technical" questions and Bob Fleming will be in contact with you to discuss your concern about the [temporary] restriction in enrollment in two of the required Management specialization courses.

Attached is the new General Education Model which is being used by the College of Business.

The correct pre-requisites for Managerial Data Analysis are

Statistics I HEGIS 1702.260
Calculus T & A HEGIS 1703.125 or Calculus I HEGIS 1701.130
57 Credit hours
Accepted as a student in the Business Administration or Accounting Programs

Thank you for your attention.
Kathleen L. Pereles

Kathleen L. Pereles, Ph.D
Department of Management/MIS
College of Business
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028
pereles@rowan.edu
856-256-5428

>>> "Faison, Christy" <Faison@rowan.edu> 02/14/05 02:17PM >>>

Hello Colleagues,

I have received curriculum proposal 04-05-121 for a major program revision for the Management Specialization. On page 10 you show the general education component as 30 credit hours. Is this an error? Please provide a revised chart - now showing the new general education model. On pg. 13 (bottom), you indicate that coverage of courses could be handled by restricting enrollment in courses. Although this is one of several options, it is concerning. Could you please explain that further? Finally, on proposal 04-05-124 (Managerial Data Analysis) the prerequisites listed on the proposal are fewer than those which are listed on the catalog description. Please verify which is correct. Thanks, Christy

Christy L. Faison, Ed.D.
Interim Provost
Rowan University
856-256-4108

Student's Name:

College of Business General Education Requirements

TR	ROWAN	PLAN	GENERAL EDUCATION	(Prerequisites are indicated in parenthesis)
			COMMUNICATIONS (9 S.H.)	
			College Composition I	
			College Composition II (<i>College Composition I or Integrated College Composition</i>)	
			Public Speaking	Note: All General Education Courses must be selected from the General Education Guide
			MATHEMATICS & SCIENCE (13 S.H.)	
			Calculus: Techniques & Applications (<i>Equivalent of College Algebra</i>) OR Calculus I	
			Statistics I (<i>Equivalent of College Algebra</i>)	
			Computers and Society, Computing Environments, Enterprise Computing I, OR Intro to Programming	
			Science electives with Lab (4 s.h.)	
			SOCIAL & BEHAVIORAL SCIENCE (9 S.H.)	
			Introduction to Economics - A Macroeconomic Perspective	
			Introduction to Economics - A Microeconomic Perspective	
				(Psychology or Sociology recommended)
			HISTORY/HUMANITIES/LANGUAGE (6 S.H.) - MUST TAKE FROM TWO DIFFERENT DISCIPLINES!	
				Note: One course must satisfy literature designation. The course title must reflect the emphasis (i.e., LIT) listed the course below.
			FINE ARTS (3 S.H.)	
				Literature (LIT) _____
			NON-PROGRAM ELECTIVES (7-9 S.H.)	
TR	ROWAN	PLAN	FREE ELECTIVES (9 S.H.)	
TR	ROWAN	PLAN		