

ROWAN COLLEGE
CURRICULUM COMMITTEE

(2)

PROPOSAL TITLE: Management Specialization

UNDERGRADUATE GRADUATE 30 CREDIT HOURS

SPONSOR(S): David Hamilton

DEPARTMENT & TELEPHONE# MGST/MIS 2010-40355

CHECK ONE: COURSE MINOR PROGRAM CONCENTRATION SPECIALIZATION
 ACHIEVEMENT CERTIFICATE CERTIFICATION PROGRAM MAJOR PROGRAM

<p>STEP #1 (DEPARTMENT)</p> <p><input checked="" type="checkbox"/> APPROVED/DATE: <u>2/2/96</u></p> <p><input type="checkbox"/> NOT APPROVED/DATE:</p> <p><u>David Hamilton</u> DEPT. CURRICULUM CHR.</p> <p><input checked="" type="checkbox"/> REVIEWED/DATE: <u>10/8/96</u></p> <p><u>David Hamilton</u> DEPT. CHR.</p>	<p>STEP #2 (RECEIPT)</p> <p>SCC# <u>96-97-54</u></p> <p>DATE RECEIVED: <u>SENATE</u> <u>OCT 19</u></p> <p><u>Ronald J. Zolner</u> SENATE CURRICULUM CHR.</p>	<p>STEP #3 (SCHOOL)</p> <p>REVIEWED DATE: <u>11/7/96</u></p> <p><input checked="" type="checkbox"/> RECOMMEND TO APPROVE</p> <p><input type="checkbox"/> RECOMMEND NOT TO APPROVE</p> <p>FORWARD FOR OPEN HEARING</p> <p><input checked="" type="checkbox"/> WITHOUT RESERVATIONS</p> <p><input type="checkbox"/> WITH RESERVATIONS</p> <p>COMMENTS:</p> <p><u>W. H. Lynch</u> SCHOOL COMMITTEE CHR.</p>
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STEP #4 (ACADEMIC DEAN) COMMENTS:

RECOMMEND

NOT RECOMMEND

CONDITIONALLY RECOMMEND (SEE COMMENTS)

DATE & SIGNATURE, DEAN OF SCHOOL: [Signature]

STEP #5 (SENATE CURRICULUM COMMITTEE)

DATE OF OPEN HEARING: 12-2-96

APPROVED BY SENATE CURRICULUM COMMITTEE (DATE): 12/2/96

RETURNED TO SPONSOR(S) FOR THE FOLLOWING REASONS:

SENATE
NOV 13
RECEIVED

STEP #6 (SENATE)

DATE PRESENTED TO SENATE: 12/8/96 APPROVED NOT APPROVED

NOTIFICATION TO EXECUTIVE VICE PRESIDENT/PROVOST (DATE):

SENATE CURRICULUM COMMITTEE CHAIR SIGNATURE/DATE: Ronald J. Zolner 1/20/97

STEP #7 (EXECUTIVE VICE PRESIDENT/PROVOST)

DATE RECEIVED _____

APPROVED: ___ YES ___ NO

IF NO, REASONS ARE AS FOLLOWS:

STUDENT CREDIT HOURS _____

FACULTY LOAD HOURS _____

EQUALIZED CREDIT HOURS _____

OFFICIAL COPY & APPROVAL SHEET FILED (DATE) 1/22/97

SIGNATURE, EXECUTIVE VICE PRESIDENT/PROVOST C. Mattison

REGISTRAR

DATE APPROVED COURSE DESCRIPTION RECEIVED 4 Mar 97

HESIS TAXONOMY AND COURSE NUMBER ASSIGNED Rev. Simon Mont SPEC SS22

DATE/SIGNATURE OF REGISTRAR B. Kelly

NOTIFICATION FORWARD:

___ SENATE CURRICULUM COMMITTEE CHAIRPERSON

___ DEPARTMENT CHAIRPERSON(S)

___ ACADEMIC DEAN(S)

___ REGISTRAR

___ SPONSOR(S)

MANAGEMENT SPECIALIZATION -- REVISION

ABSTRACT

Although the sponsor of this proposal is listed as the department chair, this curriculum was the result of continuous departmental discussion and debate over the past several years. All departmental faculty were involved in the discussion and ultimately came to consensus regarding changes described below. Our current specialization offers three specific "tracks" of courses that Management students can elect to take. In order to meet the needs of students in all the tracks, many courses must be offered each semester. At this time, and for the foreseeable future, faculty resources are not sufficient to staff all these courses without considerable use of adjuncts. Therefore, the department has decided to revise the specialization requirements in order to meet several goals: 1) reduce reliance on adjunct teaching; 2) maintain flexibility for students who want to acquire a more in-depth knowledge in a particular focus area; and 3) maintain support and required course coverage for night students at the current high level. The change in specialization proposed herein meets all these objectives.

Since this isn't a new specialization, merely a revision of the required courses in an already existing specialization, the relationship to the department and school remains unchanged. That is, the Management Specialization is one of the initial, and largest, specializations offered by the School of Business. To put the change in perspective, the old and new (proposed) specialization is shown below.

Old Curriculum

Required courses for all Management Students: Managerial Finance, Management of Human Resources, Labor/Employee Relations

Additional required courses for Management students in Human Resources track: Organizational Change and Development, Management of Compensation, Legal Aspects of Human Resources Management

Additional required courses for Management students in Small Business track: Small Business Planning and Operations, Small Business Seminar, Retailing

Additional required courses for Management students in Industrial track: Organizational Change and Development, Quality Management, Principles of Management Science

Restricted Management electives: choose 6 hours from a list of courses

Restricted Business electives: choose 6 hours from a list of courses

Proposed New Curriculum

Required courses for all Management Students: Management of Human Resources, End-User Computing: Business Applications (1 cr), End-User Computing: Electronic Spreadsheets (1 cr), End-User Computing: Database Management Systems (1 cr), Supervised Internship OR Business Field Research Experience, Quality Management, Business/Management Simulation, and Management Development Practicum I, II, and III (1 credit each)

Restricted Management electives: choose 6 hours from current list of courses

Restricted Business electives: choose 6 hours from current list of courses

The change in specialization is to occur for all students entering the specialization in fall of 1997. Students already in the specialization may elect to finish under the old requirements or switch to the new requirements. This change will actually reduce the amount of resources needed. It will allow the department to rely less upon adjunct faculty and, at the same time, offer courses that will allow students to complete the specialization in a timely fashion. It will not affect space or non-salary resources.

MANAGEMENT

PROPOSAL FOR CHANGE IN SPECIALIZATION

1. DETAILS

- A. Title: Specialization in Management
- B. Sponsor: Diane Hamilton, Department Chair
- C. Scope or size of the program: There are approximately 300 students currently enrolled in the Management specialization within the School of Business Administration. This number hasn't fluctuated very much over the time that the specialization has been offered. The change in the specialization requirements should not affect the overall enrollment in the program. The change in specialization will affect all new students electing to specialize in Management starting fall 1997. Students enrolled in the specialization prior to that time will have the option to elect the new requirements or meet the old requirements for the specialization.
- D. Relationship to curriculum: All courses indicated for the specialization are taken in addition to the general education and business core requirements.
- E. Prerequisites or eligibility: There will be no change in eligibility as a result of this change. Any student accepted by the School of Business Administration and in good academic standing is eligible to elect Management as his/her specialization.
- F. Resource requirements: One of the reasons for this change is to put less of a burden on the department's resources. There will be less "required" courses and more "elective" courses, providing the flexibility to offer fewer sections of courses each semester. This will allow the department to reduce its current demand on adjunct course coverage.

2. RATIONALE

Our current specialization offers three specific "tracks" of courses that Management students can elect to take. In order to meet the needs of students in all the tracks, many courses must be offered each semester. At this time, and for the foreseeable future, faculty resources are not sufficient to staff all these courses without considerable use of adjuncts. Further, the AACSB (an accreditation the School of Business is seeking) requires that for any "named curriculum area" there must be a critical mass of faculty doing scholarly work and publication. Thus, we would need faculty doing research in each of the three tracks specifically. Therefore, the department has spent the last two years debating how the specialization could be changed to meet several goals: 1) reduce reliance on adjunct teaching; 2) bring faculty coverage of courses in keeping with AACSB requirements regarding scholarly activities as related to courses taught; 3) maintain flexibility for students who want to acquire a more in-depth knowledge in a particular focus area; and 4) maintain support and required course coverage for night students at the current high level. The change in specialization proposed herein meets all these objectives.

3. ESSENCE OF THE SPECIALIZATION

- A. Major goals of the program: The Management specialization prepares students for meaningful positions in management, while providing them with a foundation for career growth. Students are expected to: 1) learn important managerial concepts, skills and techniques, 2) think critically, and 3) communicate clearly -- orally and in writing.
- B. Specific objectives of the program: The Management specialization seeks to ensure that students are competent in the following basic skill areas: a) oral and written presentation skills, b) interpersonal, team and leadership skills, c) analytic and decision making skills, and d) technological/computer skills including word processing, electronic spreadsheets, database management systems, graphical presentation systems, and use of the internet. Further, the specialization seeks to ensure that students are prepared for entry level positions by their understanding of: a) the key functional areas of business, b) business processes which cut across the functional areas, c) quality management concepts, and d) the management area in depth. Finally, the Management specialization seeks to provide students with the opportunity for pragmatic, experience-based learning such as is found in supervised internship or some other field type of experience.
- C. Structure of organization: Below are the requirements for the new specialization in Management.

REQUIRED COURSES: 18 credits

Human Resources Management (0506.302) - 3 cr

This course examines the personnel management system: staffing and organization, recruitment, employee development, motivation, performance evaluation, management-labor relations, remuneration and security.

Prerequisite -- Principles of Management (0506.303)

End-User Computing: Business Applications (0701.212) - 1 cr

This laboratory course introduces the student to the PC operating systems, network software, and various business application software packages used in courses offered by the School of Business Administration.

Prerequisite -- Computer Literacy (0701.100)

End-User Computing: Electronic Spreadsheet (0701.211) - 1 cr

This laboratory course gives students an opportunity to become proficient with the industry standard electronic spreadsheet package. Students will learn how to build business models and analyze data using an electronic worksheet. Concepts covered in this module will give students skills needed in more advanced business courses.

Prerequisite -- Computer Literacy (0701.100)

End-User Computing: Database Management (0701.210) - 1 cr

This laboratory course introduces students to a database management system. Topics covered are relational database systems, the structured query language, and the user friendly tools of modern DBMSs such as forms generation, report generation, and querying the database.

Prerequisite -- Computer Literacy (0701.100)

Quality Management (0506.404) - 3 cr

This course is designed to acquaint students with a fundamental knowledge of the principles and techniques of quality management and operational control. Emphasis will be given to systems and the function of quality, technical methods and tools used in quality management, quality improvement and problem solving, and managerial issues of quality management as a new paradigm. Practical application with actual case studies for both product- and service-oriented fields will be provided.

Prerequisite -- Operations Management (0506.305)

Business/Management Simulation (new course - proposal attached) - 3 cr

This course is designed to provide students with the opportunity to experience many of the problems of risk and uncertainty that managers face when making decisions in the real-world. Students work in teams while managing a computer simulated corporation in a highly competitive international business environment. Students are challenged to use and improve their business and leadership skills utilizing knowledge from previous business courses.

Prerequisite -- Senior Standing as a Business Administration major

Management Development Practicum I, II, and III (course - proposal attached) - 3 cr

This course series is designed to help students improve their business skills and develop improved self-awareness to enable life-long continuous improvement and personal development. Students will construct a personal development plan, measure their skill development progress, and develop a skill portfolio. The following skills will be emphasized: computer literacy, oral communications, written communications, problem-solving and decision making, and team-work.

(Practicum I - 60 credits, Practicum II - 75 credits, Practicum III - 105 credits)

*****Supervised Internship OR Field Experience**

Supervised Internship (0506.461) - 3 cr

This course includes field experience in government, business, industry or non-profit organizations. Trainees are given assignments that prepare them for productive employment upon graduation. The learning process is coupled with a related classroom experience and monitored by Management faculty members.

Prerequisite -- Completion of 90 credits including Principles of Management, Principles of Marketing, Principles of Finance, and Organizational Behavior.

Field Experience (new course - proposal attached) - 3 cr

Students will choose a business activity area approved by their instructor and do an in-depth research study of that activity. It will include library research as well as interviews with local businesses. Students will be guided by the instructor with the help of a classroom component during which students will share their research and experiences with other students.

Prerequisite -- Operations Management (0506.305)

RESTRICTED MANAGEMENT ELECTIVES (6 credits)

Students must choose 6 credits from the following list with the help of their faculty advisor. Students can select courses that will prepare them in-depth for a focus area of their interest. (Note that all courses offered outside the department have been Management electives under

the prior specialization structure and the home departments have previously given their agreement to have their course offered as a restricted elective for Management students. Therefore, there is no change in terms of offerings in other departments.)

Labor/Employee Relations (0516.401)
Management of Compensation (0506.425)
Principles of Training and Training Management (0506.420)
Legal Aspects of Human Resources Management (1498.335)
Principles of Management Science (0507.430)
Managing Services (0506.375)
Organizational Change and Development (0506.304)
Small Business Planning and Operations (0506.326)
Small Business Seminar (0506.415)
Business Ethics (1509.332)
Industrial/Organizational Psychology (2008.310)
Occupational Safety (0925.356)
Labor Economics (2204.345)
U.S. Labor History (2205.325)
Supervised Internship (0506.461) -- can be taken twice for a total of 6 credits
Field Experience (new course -- proposal attached)

RESTRICTED BUSINESS ELECTIVES (6 credits)

Students must choose 6 credits from the following list. Again, students may tailor their electives to their special area(s) of interest.

Any course offered in:

Accounting,
Finance,
Management Information Systems or
Marketing,

or any business-related, non-business course from the following list for which prerequisites have been satisfied:

Introduction to Advertising (0604.330)
Occupational Writing (0601.400)
Mass Media and Their Influences (0601.203)
Man and Technology (0925.100)
Introduction to Public Relations (0606.350)
The Sociology of Complex Organizations (2208.353)
Sociology of Work (2208.333)
Group Dynamics (2208.334)
Personnel Psychology (2008.320)
Economic Geography (2206.301)
History of Economic Ideas (2204.200)
Economic Statistics (2204.282)
American Economic History (2204.205)
Current Economic Problems and Policies (2204.215)

Regional Economics of Southern NJ (2204.340)
Intermediate Microeconomics (2204.302)
Intermediate Macroeconomics (2204.301)
Government and Business (2204.330)
Urban Economics (2204.360)
Structured Programming in COBOL (0704.333)
Psychology of Conflict and Conflict Resolution (2005.402)
Computing Environments (0701.200)
Spanish for Business (1105.115)
Statistics II (1702.261)
Introduction to Ethics (1509.250)
Small Group Communications (1506.245)

Note that these courses are the currently approved "business-related, non-business electives". All departments offering these courses have been contacted within the past two years regarding these courses, and each department has given its approval to have their courses listed as potential "business electives" for management students.

D. Administration

As mentioned above, there is, in effect, no change to courses offered outside the Department of Management and MIS. The non-management courses which previously were allowable for "management" and "business" electives are exactly the same as they were previously. In each case, the departments housing the potential elective courses are supportive of the inclusion of their courses for students specializing in management, and believe they can provide a valuable perspective to the management student.

4. RESULTS OF CONSULTATION

- A. No consultation with outside departments was carried out since this is not a new specialization. It is merely a change in the *required* courses in the already existent Management specialization. Also, as indicated in several places above, no change is contemplated in restricted electives offered by other departments, therefore, there appeared no need to consult with all of them.
- B. Not applicable
- C. Not applicable

5. NEW COURSES

Proposal for three new courses,
Business Field Research Experience,
Business/Management Simulation, and
Management Development Practicum I, II and III are included with this proposal.