

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

TITLE Adding additional electives to the Management Specialization Curriculum Bank

Sponsor(s)	<u>Kathleen L. Pereles</u>	<u>edu</u>
	<u>Michael Banutu-Gomez</u>	<u>rowan.edu</u>
	<u>Faye Zhu</u>	
	<u>Dilip Mirchandani</u>	<u>wan.edu</u>
	<u>Linda Ross</u>	<u>edu</u>
DEPARTMENT	<u>Management/MIS</u>	
College	<u>College of Business</u>	

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

Math/Science

UNDERGRADUATE GRADUATE

New non gen-ed Major

Short-Term non gen-ed

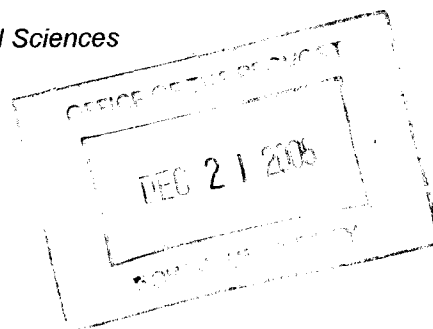
Minor curricular changes (fewer than three) to:

Existing non gen-ed course

Non gen-ed degree requirements

Major

Minor, specialization, concentration, track, certificate program



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

Department Chair:	<u>[Signature]</u>	Date: <u>10/10/05</u>
Department CURRICULUM Chair:	<u>[Signature]</u>	Date: <u>10/10/05</u>
Academic DEAN:	<u>[Signature]</u>	Date: <u>10/10/05</u>

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 10/28/05

Approved:

Not Approved:

Signature: College Curriculum Chair [Signature] 11/18/05

Signature: SENATE CURRICULUM CHAIR [Signature]
Date: 11/27/05

Comments: _____

Signature: Executive Vice President/Provost: [Signature]
Date: 1/27/06

Approved:
Not Approved:

Signature: REGISTRAR [Signature]
Date: 1/27/06 Course Description Received & Approved
Hegis Taxonomy & Course # _____

Notification Forward: _____

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Abstract

Minor Curricular Change to Management Specialization

Kathleen Pereles, Management/MIS

Michael Banutu-Gomez, Management/MIS

Dilip Mirchandani, Management/MIS

Faye Zhu, Management/MIS

Linda Ross, Management/MIS

Robert Fleming, Management/MIS

Change Requested:

The purpose of this proposal is to request that three new courses be added to the bank of Quantitative Management Electives in the Management Specialization Curriculum in the College of Business:

The three courses to be added are

Design of Database

Research Methods in Marketing-WI

Financial Management I

Management/MIS Department

Marketing Department

Accounting & Finance Department

Relationship to Department and School: As indicated by the letters of support from the Departments offering these courses, each department currently has a sufficient number of available spaces in existing sections of these courses to provide the opportunity for Management students to enroll in these courses.

Summary of the Curriculum Change: This proposal is intended to increase the number of quantitative management electives in the Quantitative Bank so that students have more choices. Any Management Specialization student who is enrolled in the College of Business and meets the prerequisites of the courses would be permitted to enroll.

Implementation Time Frame: The changes will be in effect for students entering the fall, 2006, semester.

Resources Required: No new resources will be required.

Details:

a. Change Requested (From and To)

The change is requested is to add three additional courses to the existing bank of Quantitative Management Electives from which students must choose to fulfill the Quantitative Management Elective requirement.

From:

There are currently 7 courses in the Quantitative Bank:

0506.404 Quality Management
0702.300 Integrated Business Software Tools
0506.354 Managerial Data Analysis
0506.426 New Venture Development
0509.378 Product, Price, and New Venture Management
0503.426 Cost Accounting
2204.390 Risk and Insurance

To:

We would like to add the following 3 courses to the 7 courses listed above for a total of 10 courses

0702.322 Design of Database
0509.384 Research Methods in Marketing-WI
0504.422 Financial Management

0506.404 Quality Management
0702.300 Integrated Business Software Tools
0506.354 Managerial Data Analysis
0506.426 New Venture Development
0509.378 Product, Price, and New Venture Management
0503.426 Cost Accounting
2204.390 Risk and Insurance

b. Sponsors

Kathleen Pereles, Management/MIS
Michael Banutu-Gomez, Management/MIS
Dilip Mirchandani, Management/MIS
Faye Zhu, Management/MIS
Linda Ross, Management/MIS
Robert Fleming, Management/MIS

Rationale:

a. Need for such a change.

Students in the Management Specialization are required to take 5 Management electives: one in each of three different banks (Quantitative, Qualitative, and Organizational Task Skills) and two others from any of the three banks.

There are currently only 7 acceptable courses in the Quantitative bank while there are 10 acceptable courses in the Qualitative bank and 12 acceptable courses in the Organizational Task Skills Bank.

In addition to the smaller number of courses in the Quantitative bank, one is offered irregularly (Risk and Insurance 2204.390) and two will be offered less often (Quality Management 0506.404 and Integrated Business Software Tools 0702.300) as a result of major curriculum changes in the Management and Management Information Systems Specializations which took effect in September, 2005.

Therefore Management students need additional acceptable courses within the Quantitative Electives bank.

In addition, the inclusion of the Research in Marketing Methods-WI course will make it easier for students to fulfill the requirements for two different dual specializations (Management and Marketing or Management and Entrepreneurship) because this Research in Marketing Methods-WI course is a requirement for specializations in Marketing and Entrepreneurship.

b. Statement of Curricular Effect:

The change will only increase the number of Quantitative Management electives available as choices for students earning a degree in the College of Business with a Specialization in Management. There is no other impact on the Management Specialization, the Management/MIS Department or on the curricular design of the Management Specialization.

Results of Consultation

a. Parties consulted

Carol Welsh, Chair of the Accounting and Finance Department
Berhe Habte-Giorgis, Chair of the Marketing Department
Daniel McFarland, Faculty Member who teaches Design of Database

b. Letters of consultation

Letters of consultation from the MIS Faculty Member, the Chair of the Accounting and Finance Department and the Chair of the Marketing Department supporting this change are attached.



*College of Business
Department of Marketing*

To: Kathleen Lynn Pereles
From: Berhe Habte-Giorgis *BHG*
Chair, Department of Marketing
Date: 9/21/2005
Re: Letter of support for curriculum change

I support the inclusion of the course 0509-384 Research Methods in Marketing WI as an elective in your bank of quantitative electives for Management and Entrepreneurship majors. We will accommodate your students in the sections we regularly offer.


The course is project-based. Students will be able to do research in topics that suit their interest. In case there are special needs that you want to be met arrangements can be made with the course instructor.



*College of Business
Department of Management & Management Information Systems*

DATE: September 20, 2005

TO WHOM IT MAY CONCERN

FROM: Daniel McFarland, Ph.D. 


RE: Management Specialization

I and the MIS faculty support inclusion of Design of Database Systems as an elective for Management students within the quantitative bank. It is a rigorous and important course, where students learn to model organizational data and design effective databases. They will also learn how to use MS Access to create and query a database, as well as create various reports. This is a course that I teach two sections of every fall semester – one daytime and one at night. The only prerequisite for this course is junior standing as a business major.



TO: Dr. Kathleen Pereles
Department of Management and MIS

CC: Finance Faculty

FROM: Carol N. Welsh, Chairperson 
Accounting & Finance Department

DATE: September 23, 2005

SUBJECT:

The Finance faculty have reviewed the curriculum proposal adding Financial Management I to the list of Management electives in the quantitative bank of skills. The faculty are supportive of the proposal and understand the value for management students interested in areas such as financial services to obtain study in financial management concepts beyond Principles of Finance.

The current enrollments in the course and estimated demand by management students make it currently feasible to accommodate management students in this course.