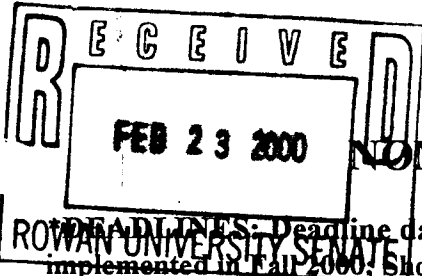


CURRICULUM PROPOSAL FORM 1999-2000



NON-GENERAL EDUCATION PROCESS A

**DEADLINES:** Deadline dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

**PROPOSAL TITLE:** REPLACE "PRINCIPLES OF MANAGEMENT" WITH "BUSINESS PERSPECTIVES" AS A BUSINESS CORE COURSE

**SPONSOR(S):** JOOH LEE, BERHE HABTE\_GIORGIS, CAROL WELSH

**DEPARTMENT:** MANAGEMENT AND MANAGEMENT INFORMATION SYSTEMS, MARKETING, ACCOUNTING AND FINANCE

**COLLEGE:** BUSINESS

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

**Check one:**  Undergraduate \_\_\_ Graduate

THE ATTACHED *NON-GEN-ED* PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course

Short-term non-gen-ed course

Minor curricular changes (fewer than three) to:

\_\_\_ existing non-gen-ed course

non-gen-ed degree requirements

\_\_\_ major

\_\_\_ minor, specialization, concentration, track, certificate program

**DEPARTMENT**

(Signature indicates approval)

Dept. Curriculum Chair / Date: *Joh Lee 2-21-00* *Berhe Habte - 2-21-00*

Dept. Chairperson / Date: *Joh Lee* *Berhe Habte - 2/21/00*

**ACADEMIC DEAN**

Approved  Not Approved \_\_\_ Comments:

Dean's Signature/Date: *[Signature]* *[Date]*

**COLLEGE CURRICULUM COMMITTEE**

Date of open hearing (if necessary) \_\_\_\_\_ Approved  Not Approved \_\_\_\_\_

Comments:

Signature of College Chair/Date Richy Paul 4/1/00

**UNIVERSITY CURRICULUM COMMITTEE**

Date Received/Processed \_\_\_\_\_

Comments:

Curriculum Chair Signature \_\_\_\_\_ Date Announced At Senate 4/1/00

**EXECUTIVE VICE PRESIDENT/PROVOST**

Approved  Not Approved \_\_\_\_\_ If no, reasons are as follows:

Student Credit Hours \_\_\_\_\_ Faculty Load Hours \_\_\_\_\_ Equalized Credit Hours \_\_\_\_\_

Official Copy & Approval Sheet Filed (Date): \_\_\_\_\_ Executive VP/Provost Signature/Date C. L. Hume 5/22/00

**REGISTRAR**

Date Approved Course Description Received 5/24/00 Hegis Taxonomy & Course Number Assigned None

Registrar Signature/Date Robert A. Kubot 5/24/00

**NOTIFICATION FORWARD**

Senate Curriculum Committee Chairperson

Academic Dean(s)

Department Chairpersons

Registrar

*Trm deleted*

\_\_\_\_ Sponsor(s)

**COLLEGE OF BUSINESS  
MINOR CURRICULUM CHANGE PROPOSAL  
“Business Core” Requirements**

**CURRICULUM CHANGE**

Delete the course 0506.203 Principles of Management (3 s.h.) from the BSBA Core.  
Introduce the new course “Business Perspectives” to the BSBA core.

**SPONSORS:** Jooh Lee, Management/MIS Department; Berhe Habte-Giorgis, Marketing Department; Carol Welsh, Accounting and Finance Department

**CURRICULAR EFFECT:** One BSBA core course would be replaced by another.

**ADEQUACY OF PRESENT STAFF, RESOURCES, ETC.:** This change has no impact number of sections taught by the existing faculty of the College of Business. Therefore, adequacy of resources is not an issue for this curriculum change.

**RATIONALE:** Rowan University has been unusual for many years in that it requires Business Core courses in both Principles of Management and Organizational Behavior. Most AACSB-accredited colleges and universities require only one, and Organizational Behavior is the most common choice among newly accredited and newly re-accredited AACSB institutions. The proposed change will reduce overlap and redundancy in the Business Core. Only three topics (Strategic Management, Functions of Managers, and Human Resource Management) are currently discussed in Principles but not Organizational Behavior. Strategic Management is discussed in two Business Core courses: Business Policy and Principles of Marketing. The other two topics will be added to the Organizational Behavior course.

Introducing the new “Business Perspectives” course into the BSBA core will address a serious shortcoming of the College of Business’ compliance with AACSB curriculum standards. Specifically, we need to increase our coverage in the areas of (1) ethical issues, (2) management of technology, and (3) impact of demographic diversity on organizations. The new course, described in a separate curriculum change proposal, addresses this problem.

**RESULTS OF CONSULTATION:** This was approved at a meeting of the College of Business faculty.