




RECEIVED FINAL FACULTY SENATE APPROVAL ON FEBRUARY 4, 2014.

MEMORANDUM

TO: Faculty Senate

FROM: Jack Kirby 

DATE: February 27, 2014

SUBJECT: Curriculum Proposal #13-14-10, REVISION #1
School of Business, change existing course

I recommend approval of the attached REVISION #1 Curriculum Proposal 13-14-10. This proposal requests to change an existing course: BUSN 2205—Small Business Fundamentals to MGMT 3350—Small Business Management. This change will produce an upper-level management course, including a change of prefix, change of course number, change of course title, addition of course prerequisites, and change of primary foci of the course.

The attached proposal was approved for second reading by the Curriculum Committee on February 25, 2014 and is ready to be presented to Faculty Senate for approval.

C: Dr. Christina Lavorata
Dr. Richard Harvey
Dr. Timothy Oxley
Ms. Evie Brantmayer
Ms. Leslie Lovett





MEMORANDUM

TO: Jack Kirby, Ed.D.
Associate Provost, Academic Affairs

FROM: Timothy Oxley, Ed.D.

CC: Richard Harvey, J.D.
Dean

DATE: February 25, 2014

SUBJECT: CURRICULUM PROPOSAL – BUSN 2205 TO MGMT 3350

The attached Revision #1 to Curriculum Proposal #13-14-10 corrects several deficiencies cited by the Curriculum Committee. These include: (1) Clarifying course prerequisites in Section E, page 3; (2) Listing prerequisites under Course Description in Appendix B, page 10; and, (3) Listing Methods of Assessment for each Learning Outcome identified in Appendix B, page 10.

Should you have any questions or concerns, please feel free to contact me.

Attachment

CURRICULUM PROPOSAL (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number:	#13-14-10
School/Department/Program:	School of Business
Preparer/Contact Person:	Dr. Timothy Oxley, Associate Dean
Telephone Extension:	4183
Date Originally Submitted:	February 11, 2014
Revision (Indicate date and label it Revision #1, #2, etc.):	2/25/2014 - Revision #1
Implementation Date Requested:	Fall 2014

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

Changing BUSN 2205 – Small Business Fundamentals to MGMT 3350 – Small Business Management

The School of Business proposes to change BUSN 2205 – *Small Business Fundamentals* back to an upper-level management elective. The course modifications will include change of prefix, change of course number, change of course title, addition of course prerequisites, and change of the primary foci of the cognitive process dimensions from remembering, understanding, and applying to analyzing, evaluating and creating. Course content will not substantially change, although emphasis will be placed on integration of existing knowledge. The new course will be MGMT 3350 – Small Business Management, with foundational coursework in accounting, finance, marketing, and management being required to effectively study these topics in the small business context.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

A. Deletion of course(s) or credit(s) from program(s)

Total hours deleted. 0

B. Addition of course(s) or credit(s) from program(s)

Total hours added. 0

C. Provision for interchangeable use of course(s) with program(s): N/A

- D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

The course content will not change substantially from what is being taught in the existing course. The expectations for preparation and the application of the students' preparation and cognitive processing will change as described in Section E below.

Course Description (*omission denoted by strikethrough; additions denoted by underline*):

This course is an ~~introductory~~ integrated course designed to familiarize students with small business dynamics involving accounting, finance, marketing, and management disciplines. Students analyze personal strengths and weaknesses relative to launching an entrepreneurial career. Attention is given to planning, financing, starting, and managing a new business. Students will be required to develop and present a business plan for a new venture either individually or as a member of a team.

A revised Course Description is included in Appendix B.

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

The existing course prefix, number and title: BUSN 2205 – Small Business Fundamentals. The proposed new course prefix, number and title: MGMT 3350 – Small Business Management.

Within the B.S. in Business Administration program, the course will continue to be an elective option within the Management concentration and an option for students in the General Business concentration who need 18 hours of 3000-4000 level courses. The course will also be a free elective option for any business student meeting the course prerequisites who desires to learn more about small business start-up and management.

Prerequisites:

BUSN 2205 – Small Business Fundamentals currently has no prerequisites required, although it serves as a prerequisite for BUSN 3300 – Entrepreneurship.

To change the primary foci of this course from remembering, understanding and applying to analyzing, evaluating and creating through the integration of existing foundational knowledge, new prerequisites are necessary. The four disciplines deemed prerequisite are covered in the following three courses: FINC 2201 – Introduction to Finance (to change to BSBA 2221 – Introduction to Finance); MGMT 2209 – Principles of Management (to change to BSBA 2209 – Principle of Management); and, MKTG 2204 – Principles of Marketing (to change to BSBA 2204 – Principles of Marketing). ACCT 2201 – Principles of Accounting I (to change to BSBA 2201 – Principles of Accounting I) is a prerequisite for FINC 2201.

- F. Creation of new course(s). For each new course

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.
2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.
3. Include, as an appendix, a detailed course outline consisting of at least two levels.
4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

Existing learning outcomes will not change. The approved learning outcomes are identified in Appendix B.

G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

No programs outside of the School of Business will be affected by this proposal. The changes proposed will not change or alter any hours needed to complete any programs for which this course may be used as a selective or free elective.

III. **RATIONALE FOR THE PROPOSAL.**

A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

No quantitative data has been collected to support this proposal.

B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

Prior to the 2000-2001 academic year, the course in question was taught as an upper level management course as MGT 305 – Small Business Management. Beginning with the 2000-2001 catalog, the course was changed to BUS 205 – Small Business Fundamentals. This change was primarily made to accommodate programs for which BUS 205 served as a service course, including associate level programs in then Fairmont State Community and Technical College. In the 2003-2004 academic term, this course was changed to BUSN 2205 to conform to administrative requirements for four-letter prefixes and four-digit course numbers.

Anecdotally, this course has posed challenges to effectively teach to both baccalaureate and associate level students. Baccalaureate students taking this course as a management or general business elective typically have most of their foundational course work completed. Associate level students, particularly of late, often are placed in this course during their first year of study, some during their first term. Teaching to this spectrum poses challenges to keep upper-level students engaged while not losing lower-level or less prepared students who lack foundational preparation.

The School of Business has continued to maintain this course as a service course, but with other changes being made in the baccalaureate business curriculum, making these proposed adjustments will reinstate this course back to an upper-level management elective.

As a service course without prerequisites, the course was intended to introduce students to several disciplines within business required to plan, actuate, and manage a small business. The proposed revisions will focus on students' integration of foundational knowledge in disciplines such as accounting, finance, marketing, and management in the context of start-up and managing a small business.

IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature

- V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

- VI. ADDITIONAL COMMENTS.

	SOCY 2200 or any course in VI	
Attribute VIIA - Arts		3
	Any course in VIIA	
Attribute VIIB - Humanities		3
	Any course in VIIB	
Attribute VIIC – Social Sciences		X
	Major Course - PSYC 1101	
Attribute VIID - Natural Science		3
	Any course in VIID	
Attribute VIII – Cultural Awareness		3
	Any GEOG course in VIII	
Additional General Studies hours		X
	Major Course - PSYC 3390 writing intensive course	
TOTAL GENERAL STUDIES HOURS		39
TOTAL FREE ELECTIVES		XX
TOTAL HOURS		120

NOTE:

The text highlighted in yellow is to serve as an example. Please replace the text with your current program requirements using the format indicated. When an Attribute is satisfied by a major course, simply place an “X” in the hours column, since the hours have already been counted in the major. Otherwise, indicate how the Attribute will be satisfied and insert the hours to be counted in General Studies. Before submitting your proposal, please remove the highlighting and this paragraph.

APPENDIX A
B.X. Degree in XXXXXXXX
Proposed Program

Required Major Courses	HRS
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Appendix A is not applicable to this course proposal.

TOTAL Required Major Courses	XX
Major Electives	XX

Minor Requirements/Electives (if minor is required)	XX
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TOTAL HOURS FOR MAJOR (and minor if required)	XX
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Required General Studies Courses (example text highlighted)	
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Attribute IA – Critical Analysis	X
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Major Course - PSYC 3310

Attribute IB – Quantitative Literacy	3
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MATH 1107 or higher in IB

Attribute IC – Written Communication	3
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ENGL 1104

Attribute ID - Teamwork	X
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Major Course - PSYC 3310

Attribute IE – Information Literacy	3
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ENGL 1108

Attribute IF – Technology Literacy	3
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ENGL 1109

Attribute IG – Oral Communication	3
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COMM 2200 or 2201 or 2202

Attribute III - Citizenship	3
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HIST 1107 or 1108 or POLI 1103

Attribute IV - Ethics	3
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Any course in IV

Attribute V - Health	3
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PHED 1101 or SCIE 1000

Attribute VI - Interdisciplinary	3
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	SOCY 2200 or any course in VI	
Attribute VIIA - Arts		3
	Any course in VIIA	
Attribute VIIB - Humanities		3
	Any course in VIIB	
Attribute VIIC – Social Sciences		X
	Major Course - PSYC 1101	
Attribute VIID - Natural Science		3
	Any course in VIID	
Attribute VIII – Cultural Awareness		3
	Any GEOG course in VIII	
Additional General Studies hours		X
	Major Course - PSYC 3390 writing intensive course	
TOTAL GENERAL STUDIES HOURS		39
TOTAL FREE ELECTIVES		XX
TOTAL HOURS		120

NOTE:

The text highlighted in yellow is to serve as an example. Please replace the text with your proposed program requirements using the format indicated. When an Attribute is satisfied by a major course, simply place an “X” in the hours column, since the hours have already been counted in the major. Otherwise, indicate how the Attribute will be satisfied and insert the hours to be counted in General Studies. Please remember that the General Studies component of your program must have at least 30 hours outside the major prefix. Before submitting your proposal, please remove the highlighting and this paragraph.

APPENDIX B

MGMT 3350 – Small Business Management

Course Description:

This course is an integrated course designed to familiarize students with small business dynamics involving accounting, finance, marketing, and management disciplines. Students analyze personal strengths and weaknesses relative to launching an entrepreneurial career. Attention is given to planning, financing, starting, and managing a new business. Students will be required to develop and present a business plan for a new venture either individually or as a member of a team. PR: BSBA 2204; BSBA 2209; BSBA 2221

Learning Outcomes & Methods of Assessment:

1. Describe entrepreneurship and explain the key issues involved with starting a business;
2. Compile qualitative/conceptual research on factors critical for the success of a particular product or service in the market place;
3. Gather and analyze relevant and detailed market data;
4. Describe the relevant costs and details of financial requirements; and,
5. Produce a comprehensive business plan for the venture.
6. Identify and assess key factors for successful small business management

Learning Outcome	Methods of Assessment
1	Quiz, Exam, <i>and/or</i> Written Assignment
2	Case Study Analysis, Written Assignment, <i>and/or</i> Business Plan
3	Case Study Analysis, Written Assignment, <i>and/or</i> Business Plan
4	Case Study Analysis, Written Assignment, <i>and/or</i> Business Plan
5	Business Plan
6	Quiz, Exam, Case Study Analysis <i>and/or</i> Written Assignment

Course Outline

- I. Entrepreneurship
 - A. Definition of Entrepreneurship
 - B. Definition of Small Business
 - C. Types of Entrepreneurs
- II. Integrity and Ethics in Small Business
 - A. Values of Small Business Owners and Managers
 - B. Challenges to Integrity and Ethics in Small Business
 - C. Social Responsibility in the Small Business context
 - D. Ethical Organizational Cultures
- III. Approaches to Starting a Small Business
 - A. Starting a Small Business – New Venture Creation
 - B. Franchises
 - C. Buying an Existing Business
 - D. The Family Business
- IV. The New Venture Business Plan
 - A. Overview of the Business Planning Process
 - B. Preparing a Business Plan
 - C. Contents of the Business Plan
 1. The Marketing Plan
 2. The Organizational Plan
 3. The Location Plan
 4. The Financial Plan
 - a. Financial Forecasting
 - b. Pro Forma Financial Statements

- c. Sources of Financing
- d. Financial ratio analysis

- V. Exiting the Small Business
 - A. Firm Valuation
 - B. Harvesting the Firm's value
- VI. Marketing and Growth Strategies in the Small Business
 - A. Customer Relationship Management (CRM) Issues
 - B. Product Development and Supply Chain Management
 - C. Pricing and Credit Decisions
 - D. Promotional Planning
 - E. Global Challenges and Opportunity
- VII. Managing Growth in the Small Business
 - A. Small Business Leadership
 - B. The Small Firm Management Process
 - C. Managerial Responsibilities
- VIII. Managing Human Resources
 - A. Recruiting and Selecting Personnel
 - B. Training and Development
 - C. Compensation
- IX. Managing Operations
 - A. The Operations Process
 - B. Inventory Management and Operations
 - C. Quality Management
 - D. Purchasing Policies and Practices
- X. Managing the Firm's Assets
 - A. The Working Capital Cycle
 - B. Managing Cash Flows
 - C. Managing Accounts Receivable, Accounts Payable, and Inventory
 - D. Capital Budgeting
- XI. Managing Risk in the Small Business
 - A. Types of Pure Risk
 - B. Risk Management
 - C. Types of Business Insurance Coverage

From: [Brantmayer, Evie](#)
To: [Oxley, Timothy](#)
Cc: [Harvey, Richard](#)
Subject: RE: Curriculum Changes
Date: Friday, February 07, 2014 4:57:28 PM

Both of these numbers are fine for use. Can the community college continue to use BUSN 2205 and MKTG 2205 or will I be inactivating the courses? Thanks.

Evie

Evie Brantmayer
Registrar
Fairmont State University &
Pierpont Community & Technical College
1201 Locust Avenue
Fairmont, WV 26554
(304) 367-4141

January 17 – Last day for current students (those who were registered last fall) to add classes for the full spring term. This deadline will be strictly enforced.

From: Oxley, Timothy
Sent: Friday, February 07, 2014 1:46 PM
To: Brantmayer, Evie
Cc: Harvey, Richard
Subject: Curriculum Changes

Evie:

The School of Business faculty approved two curricula changes that will be forwarded to the Curriculum Committee for consideration: (1) BUSN 2205 – Small Business Fundamentals will be changed to MGMT 3350 – Small Business Management; (2) MKTG 2205 – Sales and Sales Management will be changed to MKTG 3400 – Sales and Sales Management.

Would you please verify the course numbers for the target prefixes and let me know if you approve? Thanks.

Tim

Timothy R. Oxley, Ed.D.
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Associate Professor of Business
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