




MEMORANDUM

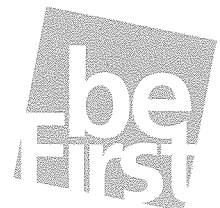
FINAL FACULTY SENATE APPROVAL ON APRIL 14, 2015.

TO: Faculty Senate
FROM: Jack Kirby 
DATE: April 9, 2015
SUBJECT: Curriculum Proposal #14-15-24 REV #1
School of Business; Management Concentration

I recommend approval of the attached Curriculum Proposal #14-15-24 REV #1. The Curriculum Committee has passed this proposal for both 1st and 2nd readings.

This proposal requests to restructure the Management Concentration of the B.S. in Business Administration degree by altering the require courses and streamlining the electives.


C: Dr. Christina Lavorata
Dr. Richard Harvey
Dr. Timothy Oxley
Ms. Leslie Lovett
Ms. Cheri Varkonda





MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby 

DATE: February 6, 2015

SUBJECT: Curriculum Proposal #14-15-24
School of Business; Management Concentration

I recommend approval of the attached Curriculum Proposal #14-15-24. This proposal requests to restructure the Management Concentration of the B.S. in Business Administration degree by altering the required courses and streamlining the electives.

C: Dr. Christina Lavorata
Dr. Richard Harvey
Dr. Timothy Oxley
Ms. Leslie Lovett
Ms. Cheri Varkonda



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

Proposal Number: 14-15-24

School/Department/Program: School of Business – Management Concentration

Preparer/Contact Person: Dr. Timothy R. Oxley; Professor Robert Weaver

Telephone Extension: 4183

Date Originally Submitted: February 5, 2015

**Revision (Indicate date and label it
Revision #1, #2, etc.):** Revision #~~1~~ 7

Implementation Date Requested: Fall 2015

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

This proposal consists of restructuring the Management Concentration of the B.S. in Business Administration degree by altering the required course list and streamlining the list of management electives with additions and deletions. This restructuring will also increase from 12 to 15 the number of required credit hours and reduce from 12 to 6 the number of elective credit hours required in the concentration. Courses which are no longer being taught on a regular basis, or at all, are being removed from the electives list and new courses are being added which better fit into today's management environment, including the addition of a new course, MGMT 3500 – Project Management.

- 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);

[Note: This list reflects only those courses being removed from the curriculum. It does not reflect the restructuring of courses being moved from electives to required courses. Refer to Section B, Appendix A, Appendix C for additional information.]

Management Concentration Curriculum:

MGMT 4409 – Quantitative Management (this course was an "either/or" choice with MGMT 4405 – Operations Management)

Management Concentration Electives:

BSBA 3300 – Entrepreneurship
BSBA 3319 – Employment Law
BSBA 4405 – Entrepreneurial Leadership
FINC 3315 – Venture Finance
FINC 4410 – Managerial Finance
INTR 2280 – Empowering Leadership
MGMT 3370 – Compensation and Benefits
MGMT 4409 - Quantitative Management (may use as an elective if did not take it as one of the required courses)

Total hours deleted. 24

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

Management Concentration Curriculum:

MGMT 4400 – Organizational Theory and Design (previously a concentration elective option)

Management Concentration Electives:

BSBA 2299 – Special Topics

BSBA 3399 – Special Topics in Business

BSBA 3350 – Managerial Economics

MGMT 3500 – Project Management

Total hours added. 15

C. Provision for interchangeable use of course(s) with program(s)

NA

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

NA

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

NA

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

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU, PC&TC, or shared) and specify its status as an elective or required course.

MGMT 3500 - Project Management

Credit Hours: 3

Prerequisites: BSBA 2209 – Principles of Management

Course Ownership: FSU

Status: This course will be an elective in the Management Concentration

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

Refer to Appendix B

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

Refer to Appendix B

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.

Refer to 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.

The following table provides a comparison of the current and proposed management concentration:

Current Required Courses (12 HRS. total)	Proposed Revisions to Required Courses (15 HRS total)
MGMT 3308 – Human Resources Management MGMT 3390 – Organizational Behavior MGMT 4402 – Organizational Change & Development MGMT 4405 – Operations Management -OR- MGMT 4409 – Quantitative Management	MGMT 3308 – Human Resources Management MGMT 3390 – Organizational Behavior MGMT 4402 – Organizational Change & Development MGMT 4400 – Organizational Theory and Design MGMT 4405 – Operations Management
Current List of Electives (12 HRS. required)	Proposed List of Electives (6 HRS. required)
BSBA 3000 – Entrepreneurship BSBA 3307 – Business Law II BSBA 3319 – Employment Law BSBA 4405 – Entrepreneurial Leadership FINC 3315 – Venture Finance FINC 4410 – Managerial Finance INTR 2280 – Empowering Leadership MGMT 3350 – Small Business Management MGMT 3370 – Compensation and Benefits MGMT 3371 – Employee Relations MGMT 3372 – HR Selection and Evaluation MGMT 4400 – Organizational Theory and Design MGMT 4405 – Operations Management ¹ MGMT 4409 – Quantitative Management ¹ MKTG 3305 – Supply Chain Management (¹) – If not taken as one of the required courses.	BSBA 2299 – Special Topics BSBA 3399 – Special Topics BSBA 3307 – Business Law II BSBA 4401 – Managerial Economics MGMT 3350 – Small Business Management MGMT 3371 – Employee Relations MGMT 3372 – HR Selection and Evaluation MGMT 3500 – Project Management (<i>new course</i>) MKTG 3305 – Supply Chain Management
TOTAL Concentration 24 HRS.	TOTAL Concentration 21 HRS.

The hours needed to complete the degree may be summarized as follows:

PRESENT PROGRAM:		
Business Core		45 hours
Management Concentration		
Required Courses	12 hours	
Elective Courses	12 hours	
Total		24 hours
General Studies		33 hours
Free Electives		<u>18 hours</u>
TOTAL		120 hours
 PROPOSED PROGRAM:		
Business Core		45 hours
Management Concentration		
Required Courses	15 hours	
Elective Courses	6 hours	
Total		21 hours
General Studies		33 hours
Free Electives		<u>21 hours</u>
TOTAL		120 hours

Refer to Appendix A and Appendix C for additional detail.

The net effect of the proposed changes to the management concentration includes the addition of 3 hours to the required management concentration with a reduction of 6 hours from the concentration electives list. This results in a total reduction of 3 hours for the concentration, and an addition of 3 free elective hours.

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 assessment was used in the development of this proposal. Faculty within the School of Business, specifically faculty teaching in the management concentration, met to discuss these changes.

- 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?

The purpose of this proposal is to reconstruct the management concentration with a list of courses that are scheduled on a consistent basis and to add courses to the concentration that meet the needs of today's management student in the workplace. It will also reduce the need for course substitutions due to courses not being offered on a consistent rotation thus making it easier for students to meet the required management electives. By tightening up the list of electives to courses that have a regular rotation, and having the necessary faculty to offer the courses, students should have better access and flexibility in scheduling.

Changes proposed to this concentration will make it easier for students to choose elective courses. There will be no new faculty required and no additional equipment or other material necessary to make the proposed changes to the concentration.

Please refer to Appendix C for rationales as to the course additions and deletions.

- 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 approval of this proposal.

This proposal does not impact any academic program outside of the School of Business. Courses being removed from the required curriculum or elective list are not service courses to any other program.

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

V.

College/School	Dean	Signature

d
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.

NA

- VI. **ADDITIONAL COMMENTS. None**

Appendix A
B.S. Degree in Business Administration – Management concentration
Proposed Changes to Existing Curriculum

Changes or Additions noted in Bold; Deletions by Strikethrough

Required Major Courses			HRS
Business Core:			
BSBA	2201	Principles of Accounting I	3
BSBA	2202	Principles of Accounting II	3
BISM	2800	Corporate Communications and Technology	3
BSBA	3306	Business Law I	3
BSBA	3310	Business and Economic Statistics	3
BSBA	3320	International Business	3
BSBA	4415	Strategic Management	3
BSBA	4420	Business Ethics and Corporate Accountability	3
BSBA	2211	Principles of Macroeconomics	3
BSBA	2212	Principles of Microeconomics	3
BSBA	2221	Introduction to Financial Management	3
BISM	2200	Business Information Tools	3
BISM	3200	Management Information Systems	3
BSBA	2209	Principles of Management	3
BSBA	2204	Principles of Marketing	3
MATH	1112	College Algebra (or higher math)	General Studies
TOTAL Business Core			45
Management Curriculum			24 21
<i>Required Courses (12 hours 15 hours)</i>			
MGMT	3308	Human Resource Management	3
MGMT	3390	Organizational Behavior	3
MGMT	4000	Organizational Theory and Design	3
MGMT	4402	Organizational Change & Development	3
MGMT	4405	Operations Management	3
-OR-			
MGMT	4409	Quantitative Management	3
<i>Electives (12 hrs. 6 hours) Selected from the following list:</i>			
BSBA	3300	Entrepreneurship	3
BSBA	2299	Special Topics	3
BSBA	3307	Business Law II	3
BSBA	3319	Employment Law	3
BSBA	3399	Special Topics in Business	3
BSBA	3350	Managerial Economics	3
BSBA	4405	Entrepreneurial Leadership	3
FINC	3315	Venture Finance	3
FINC	4410	Managerial Finance	3
INTR	2280	Empowering Leadership	3
MGMT	3370	Compensation and Benefits	3
MGMT	3350	Small Business Management	3
MGMT	3371	Employee Relations	3
MGMT	3372	Human Resource Selection and Evaluation	3
MGMT	3500	Project Management	3
MGMT	4400	Organizational Theory and Design	3
MGMT	4405	Operations Management	3
MGMT	4409	Quantitative Management	3

MKTG 3305 Supply Chain Management	3
TOTAL HOURS FOR MAJOR	66

Required General Studies Courses	
Attribute IA – Critical Analysis	X
Major Course – BISM 2200	
Attribute IB – Quantitative Literacy	3
MATH 1112 or higher in IB (required by major)	
Attribute IC – Written Communication	3
ENGL 1104	
Attribute ID - Teamwork	X
Major Course – BSBA 2209	
Attribute IE – Information Literacy	3
ENGL 1108	
Attribute IF – Technology Literacy	3
BISM 1200	
Attribute IG – Oral Communication	3
COMM 2202 (preferred) or 2200 or 2201	
Attribute III - Citizenship	3
<i>Student Choice from Approved Options</i>	
Attribute IV - Ethics	X
Major Course - BSBA 4420	
Attribute V - Health	2
<i>Student Choice from Approved Options</i>	
Attribute VI - Interdisciplinary	3
<i>Student Choice from Approved Options</i>	
Attribute VIIA - Arts	3
<i>Student Choice from Approved Options</i>	
Attribute VIIB - Humanities	3
<i>Student Choice from Approved Options</i>	
Attribute VIIC – Social Sciences	X
Major Course – BSBA 2211	
Attribute VIID - Natural Science	4
<i>Student Choice from Approved Options</i>	
Attribute VIII – Cultural Awareness	X
Major Course – BSBA 3320	
Additional General Studies hours	X
BISM 2800 – Writing Intensive Course	
TOTAL GENERAL STUDIES HOURS	33
TOTAL FREE ELECTIVES	21
TOTAL HOURS	120

**B.S. Degree in Business Administration – Management concentration
Proposed Program - 2015**

Required Major Courses			HRS
Business Core:			
BSBA	2201	Principles of Accounting I	3
BSBA	2202	Principles of Accounting II	3
BISM	2800	Corporate Communications and Technology	3
BSBA	3306	Business Law I	3
BSBA	3310	Business and Economic Statistics	3
BSBA	3320	International Business	3
BSBA	4415	Strategic Management	3
BSBA	4420	Business Ethics and Corporate Accountability	3
BSBA	2211	Principles of Macroeconomics	3
BSBA	2212	Principles of Microeconomics	3
BSBA	2221	Introduction to Financial Management	3
BISM	2200	Business Information Tools	3
BISM	3200	Management Information Systems	3
BSBA	2209	Principles of Management	3
BSBA	2204	Principles of Marketing	3
MATH	1112	College Algebra (or higher math)	General Studies
TOTAL Business Core			45
Management Curriculum:			21
Required Courses (15 hours)			
MGMT	3308	Human Resource Management	3
MGMT	3390	Organizational Behavior	3
MGMT	4000	Organizational Theory and Design	3
MGMT	4402	Organizational Change & Development	3
MGMT	4405	Operations Management	3
Management Electives (6 hours) Selected from the following list:			
BSBA	2299	Special Topics	3
BSBA	3307	Business Law II	3
BSBA	3399	Special Topics in Business	3
BSBA	3350	Managerial Economics	3
MGMT	3350	Small Business Management	3
MGMT	3371	Employee Relations	3
MGMT	3372	Human Resource Selection and Evaluation	3
MGMT	3500	Project Management	3
MKTG	3305	Supply Chain Management	3
TOTAL HOURS FOR MAJOR			66

Required General Studies Courses

Attribute IA – Critical Analysis		X
	Major Course – BISM 2200	
Attribute IB – Quantitative Literacy		3
	MATH 1112 or higher in IB (required by major)	
Attribute IC – Written Communication		3
	ENGL 1104	
Attribute ID - Teamwork		X

Major Course – BSBA 2209		
Attribute IE – Information Literacy		3
	ENGL 1108	
Attribute IF – Technology Literacy		3
	BISM 1200	
Attribute IG – Oral Communication		3
	COMM 2202 (preferred) or 2200 or 2201	
Attribute III - Citizenship		3
	<i>Student Choice from Approved Options</i>	
Attribute IV - Ethics		X
Major Course - BSBA 4420		
Attribute V - Health		2
	<i>Student Choice from Approved Options</i>	
Attribute VI - Interdisciplinary		3
	<i>Student Choice from Approved Options</i>	
Attribute VIIA - Arts		3
	<i>Student Choice from Approved Options</i>	
Attribute VIIB - Humanities		3
	<i>Student Choice from Approved Options</i>	
Attribute VIIC – Social Sciences		X
Major Course – BSBA 2211		
Attribute VIID - Natural Science		4
	<i>Student Choice from Approved Options</i>	
Attribute VIII – Cultural Awareness		X
Major Course – BSBA 3320		
Additional General Studies hours		X
	BISM 2800 – Writing Intensive Course	
TOTAL GENERAL STUDIES HOURS		33
TOTAL FREE ELECTIVES		21
TOTAL HOURS		120

Appendix B

Course Prefix and Number: MGMT 3500

Course Title: Project Management

Course Description:

This course explores best practices in formal project management concepts and techniques. Students will learn the Project Management Process Group areas and Knowledge Management areas as defined by the Project Management Body of Knowledge (PMBOK). The project outputs and required documentation for each process area are emphasized. The project management concepts and techniques presented in the course will be applied to manage a hands-on project within a business context. PR: BSBA 2209 - Principles of Management

Course Goals and Objectives:

1. Describe the genesis of project management as a field of study
2. Explain the role of project managers by describing the relevant responsibilities, required skills, and career opportunities
3. Explain the project management framework as defined by the PMBOK, including the process groups, knowledge areas, and related component processes and deliverables
4. Define and explain project management terms and techniques, such as:
 - Triple constraint of project management
 - Selection methods
 - Work breakdown structures
 - Gantt charts, network diagrams, PERT and critical path analysis, and schedules
 - Cost baselines, budgets, and earned value management
 - Tools and techniques for quality control
 - Effective project communication techniques
 - Project risk analysis and control
 - Motivation theory and team building
5. Apply fundamental project management concepts to a hands-on project within a business context
6. Demonstrate effective written and oral communication skills within a team

See the Abbreviated Outline on the next page.

Project Management - Abbreviated Course Outline	
<i>Topic</i>	<i>Weeks</i>
Course Orientation; Chapters 1 – 3 Introductory Project Management Concepts*	
Introduction to Project Management – History, Profession, PMBOK Guide	1
Organizational Influences and Project Life Cycle	2
Project Management Framework	3
Project Initiation and Planning	
Project Initiation Process Group - <i>Component Processes and Deliverables</i> (as related to Integration and Stakeholder Knowledge Areas in the PM framework)	4-5
Project Planning Group - <i>Component Processes and Deliverables</i> (as related to Integration, Scope, Time and Cost Knowledge Areas in the PM framework)	6-7
MIDTERM EXAM	8
Project Progress Review Presentation	8
Project Planning, Execution, Monitoring and Controlling, and Closure	
Project Planning Group - <i>Component Processes and Deliverables</i> (as related to Quality and the facilitating Knowledge Areas in the PM framework)	9-11
Project Execution Group - <i>Component Processes and Deliverables</i> (as related to all relevant Knowledge Areas in the PM framework)	12
Project Monitoring and Control Group - <i>Component Processes and Deliverables</i> (as related to all relevant Knowledge Areas in the PM framework)	13-14
Project Closure - <i>Component Processes and Deliverables</i> (as related to Integration and Procurement Knowledge Areas in the PM framework)	15
COMPREHENSIVE FINAL EXAM	16
Final Project Presentation	16
Final Project Notebook	16

**Based upon “A Guide to the Project Management Body of Knowledge (5th edition)”
as published by the Project Management Institute*

Appendix C

B. S. in Business Administration – Management Concentration Curriculum Proposal #14-15-24

Courses Added to Required Course List

MGMT 4400 – Organizational Theory and Design

Rationale: Provide students with awareness of how organizations are designed and structured. Previously an elective option.

Courses Added to Elective Course List:

BSBA 2299- Special Topics

BSBA 3399 – Special Topics

Rationale: Offer students options to take special topics courses on contemporary topics and concepts either at the lower or advanced level.

BSBA 4401 – Managerial Economics

Rationale: This is a new course recently approved by Faculty Senate. This new course addresses economic knowledge and its use in managerial decision making.

MGMT 3350 – Project Management

Rationale: This is a new course which is part of the current proposal (14-15-24). This course will provide students with an introductory knowledge of project management. Project management skills are increasingly identified as essential by industry sectors, particularly among area high-tech enterprises.

Courses Removed from the Required Course List:

MGMT 4409 – Quantitative Management

Rationale: This course is being removed from the required list as it will not be taught in the future. Quantitative analysis and methods are dispersed throughout the Common Business Core, and also will be incorporated into MGMT 4405 – Operations Management

This course could have been taken as one of two options in the required list. If students chose not to take this course as a required course, they had the option of taking it as an elective.

Courses Removed from the Elective Course List:

BSBA 3000 – Entrepreneurship

BSBA 3319 – Employment Law

BSBA 4405 – Entrepreneurial Leadership

FINC 3315 – Venture Finance

FINC 4410 – Managerial Finance

MGMT 3370 – Compensation and Benefits

Rationale: These courses are not offered on a regular rotation, and when offered, are being staffed by adjunct faculty. Some concepts and topics covered in this group of courses are covered to a lesser extent in other courses.

INTR 2280 – Empowering Leadership

Rationale: This course is a “shared” course with Pierpont Community and Technical College and is controlled by the Department of Language and Literature. Though it is acknowledged that this course has much merit, it is being removed from the management concentration since it is not a School of Business course. The School of Business has no control either the content or assessment of this course.

MGMT 4400 – Organizational Theory and Design

MGMT 4405 – Operations Management

Rationale: These courses are being removed from the elective list and being placed on the required list for the management concentration. MGMT 4405 was previously one of two optional courses. It is now being made a required course.

MGMT 4409 – Quantitative Management

Rationale: This course is being removed from the elective list as it will not be taught in the future. This course could have been taken as one of two options in the required list. If students chose not to take this course as a required course, they had the option of taking it as an elective.