




MEMORANDUM

FINAL FACULTY SENATE APPROVAL ON APRIL 14, 2015.

TO: Faculty Senate
FROM: Jack Kirby 
DATE: April 9, 2015
SUBJECT: Curriculum Proposal #14-15-25 REV #1
School of Business; Minor in Business

I recommend approval of the attached Curriculum Proposal #14-15-25 REV #1. The Curriculum Committee has passed this proposal for both 1st and 2nd readings.

This proposal requests to change the title of the minor in General Business by omitting the word "General," as well as make adjustments to the required curriculum.


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 #14-15-25

School of Business; Minor in Business

I recommend approval of the attached Curriculum Proposal #14-15-25. This proposal requests to change the title of the minor in General Business by omitting the word "General", as well as make adjustments to the required curriculum.

C: Dr. Christina Lavorata
Dr. Richard Harvey
Dr. Timothy Oxley
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CURRICULUM PROPOSAL (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number: 14-15-25

School/Department/Program: School of Business – Minor in Business

Preparer/Contact Person: Dr. Timothy Oxley

Telephone Extension: 4183

Date Originally Submitted: February 5, 2015

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

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 intends to change the title of the minor in General Business by omitting the word “General,” and make a course adjustment in the required curriculum by removing BISM 3200 – Management Information Systems and inserting MGMT 3350 – Small Business Management. This minor is for non-business majors only.

- 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)

BISM 3200 – Management Information Systems

Total hours deleted. 3 sem. hours

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

MGMT 3350 – Small Business Management

Total hours added. 3 sem. hours

- 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). **NA**

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.

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 identifies the changes in the current and proposed program. Total hours required are not being changed. Deletion is identified by the strikethrough; addition is identified with bold type face.

Current Program	Proposed Program
<p>Required Courses (21 hours): BISM 3200 – Management Information Systems BSBA 2200 – Economics BSBA 2201 – Principles of Accounting I BSBA 2204 – Principles of Marketing BSBA 2209 – Principles of Management BSBA 2221 – Intro. to Financial Management BSBA 3306 – Business Law I</p>	<p>Required Courses (21 hours): BSBA 2200 – Economics BSBA 2201 – Principles of Accounting I BSBA 2204 – Principles of Marketing BSBA 2209 – Principles of Management BSBA 2221 – Intro. to Financial Management BSBA 3306 – Business Law I MGMT 3350 – Small Business Management</p>

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, however, it should be noted that an average of 7 students per year completed this minor program of study between Fall 2009 and Spring 2014.

- 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 minor in General Business will be the only minor offered in the School of Business beginning with the Fall 2015 term. In keeping with Series 11 of Title 133 – Procedural Rule, West Virginia Higher Education Policy Commission, “[a] student may not earn a baccalaureate minor in a subject area in which he/she is earning a baccalaureate major.” Thus, this minor is only open to non-business majors.

The two primary adjustments contained in this proposal will be separately explained:

(1) Course adjustment

The B. S. in Information Systems Management program instituted a new curriculum, including a new prefix, beginning with the 2010-2011 academic term. As a result, INFO 2200 – Fundamentals of Information Systems became BISM 3200 – Management Information Systems. This course was also part of the business core for the B. S. in Business Administration degree and the Minor in General Business. As part of the curricular changes, BISM 3200 was substituted for INFO 2200 in the minor. The current prerequisite for BISM 3200 is BISM 2200 which is not required in the minor curriculum. This presented students with a hidden prerequisite which required a course override for non-business students who otherwise are not required to take BISM 2200.

For the minor program of study, faculty determined that a full 3 semester credit hour course in Information Systems Management was more depth than needed. Aspects of information systems are addressed in BSBA 2209 – Principles of Management, BSBA 2211 – Principles of Accounting I, and BSBA 3306 – Business Law. These three courses are included in the minor curriculum.

In addition to also addressing information systems in the context of small business operations, the substitution of MGMT 3350 – Small Business Management for BISM 3200 seemed to be an appropriate course for non-business students wanting a minor in business. The rationale for the addition of this course includes, but is not limited to:

- a. MGMT 3350 is an integrated course concentrating on business start-up and management topics. Students are required to develop a business plan which requires familiarity with accounting, economics, finance, law, management, and marketing.
- b. As an integrated course requiring a business plan, MGMT 3350 is an appropriate capstone course for students in the minor program of study. Prerequisite requirements for MGMT 3350 include: BSBA 2221 – Introduction to Finance (which requires BSBA 2201 – Principles of Accounting I); BSBA 2204 – Principles of Marketing; and, BSBA 2209 – Principles of Management. All of the course requirements are included in the minor curriculum and helps to ensure students will not enroll in MGMT 3350 until nearly 60% of the program of study is complete.
- c. A portion of non-business majors seeking a minor in business have interest in business ownership or are currently working in small and medium size enterprises. MGMT 3350 offers students exposure to fundamentals, practices, and problems in this context, including start-up and operational issues.

(2) Title Change

The title “Minor in General Business” has come to mean something less than it should. Students in the baccalaureate general business concentration often characterize their concentration as “*just* general business.” This phenomenon has helped the faculty come to a realization that the term “general” does not connote a positive image. To remove any potential negative overtones, and to more adequately reflect the true focus of the minor program of study, the term “general” is being dropped from the minor. The new curriculum will be known as a “Minor in 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.

The alterations in this proposal do not impact any academic unit or program beyond the School of Business.

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.

NA

- VI. ADDITIONAL COMMENTS.