




FINAL FACULTY SENATE APPROVAL ON MARCH 20, 2018

MEMORANDUM

TO: Faculty Senate
FROM: Jack Kirby 
DATE: April 3, 2018
SUBJECT: Curriculum Proposal #17-18-07, REV #3
Management Concentration

On March 20, 2018, Faculty Senate approved this proposal for both first and second reading with minor revisions requested. Those revisions were submitted after the Faculty Senate meeting on March 20, 2018. This is the final proposal.

Dr. Christina Lavorata
Dr. Richard Harvey
Mr. Robert Weaver
Mr. Michael Waide
Ms. Laura Ransom
Ms. Cheri Gonzalez
Ms. Lori Schoonmaker



MEMORANDUM

TO: Faculty Senate
FROM: Jack Kirby *JRK*
DATE: March 1, 2018
SUBJECT: Curriculum Proposal #17-18-07, REV #2
Management Concentration

I recommend approval of the attached REVISION #2 of Curriculum Proposal 17-18-07. This proposal seeks to restructure the Management Concentration of the B.S. in Business Administration degree by altering the required course list and adjusting the list of management electives with additions and deletions.

Dr. Christina Lavorata
Dr. Richard Harvey
Mr. Robert Weaver
Mr. Brian Floyd
Ms. Laura Ransom
Ms. Cheri Gonzalez



MEMORANDUM

TO: Curriculum Committee
FROM: Jack Kirby *JK*
DATE: January 19, 2018
SUBJECT: Curriculum Proposal #17-18-07, REV #1
Management Concentration


I recommend approval of the attached REVISION #1 of Curriculum Proposal 17-18-07. This proposal seeks to restructure the Management Concentration of the B.S. in Business Administration degree by altering the required course list and adjusting the list of management electives with additions and deletions.

Dr. Christina Lavorata
Dr. Richard Harvey
Mr. Robert Weaver
Mr. Brian Floyd
Ms. Laura Ransom
Ms. Cheri Gonzalez



MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby 

DATE: November 3, 2017

SUBJECT: Curriculum Proposal #17-18-07
Management Concentration

I recommend approval of the attached Curriculum Proposal 17-18-07. This proposal seeks to restructure the Management Concentration of the B.S. in Business Administration degree by altering the required course list and adjusting the list of management electives with additions and deletions.

Dr. Christina Lavorata
Dr. Richard Harvey
Mr. Robert Weaver
Mr. Brian Floyd
Ms. Laura Ransom
Ms. Cheri Gonzalez

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

Proposal Number: 17-18-07

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

Preparer/Contact Person: Professor Robert Weaver

Telephone Extension: 4115

Date Originally Submitted: October 6, 2017

**Revision (Indicate date and label it
Revision #1, #2, etc.):** Revision #3

Implementation Date Requested: Fall 2017

- 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 adjusting the list of management electives with additions and deletions. A very important part of the restructuring is that it will not increase or decrease the number of required credit hours within the concentration. New courses are being added which better fit into today's management environment, including the addition of a new course, Empowering Leadership BSBA 3330 and the reintroduction of Management 4409, Quantitative Management previously removed in the 2015 curriculum proposal due to a shortage of faculty.

- 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); From the list of required courses
MGMT 4400 - Organizational Theory and Design (moved to list of Electives)

Management Concentration Electives:
No Deletions

Total hours deleted. 3

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

Management Concentration Required Curriculum:

MGMT 4405 - Quantitative Management (previously a required course prior to the 2015 Proposal)
This course will be added so students can choose between it or MGMT 4409 Operations Management so it will not increase the number of hours in the concentration.
BSBA 3330 - Empowering Leadership

Management Concentration Electives:

MGMT 4400 Organizational Theory and Design (previously in the list of required courses)

Total hours added. 3

- 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.

BSBA 3330 - Empowering Leadership

Credit Hours: 3

Prerequisites: ENGL 1102, BSBA 2209 – Principles of Management

Course Ownership: FSU

Status: This course will be required in the Management Concentration

MGMT 4409 – Quantitative Management

Credit Hours: 3

Prerequisites: BSBA 3310, BISM 2200

Course Ownership: FSU

Status: This course will be one of two courses a student can choose to fulfill a 3 hour requirement as an “either/or” in conjunction with Operations Management in the Management Concentration so it does not increase the total hours of the concentration. This course is being reintroduced to the required list of courses previously removed due to faculty shortages.

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.

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 one 3 hour course to the list of electives. There is no change to the hours required to complete the concentration. (moving MGMT 4400 to the elective list)

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.

The National Association of Colleges and Employers asked in a survey of 260 employers what the top 10 characteristic they looked for in college graduates.

The top 3 were the ability to work in a team as a member and leader, make decisions and solve problems in that order.

Another 2016 survey conducted by Bloomberg asked 1251 job recruiters at 547 companies what skills they want but can't find in potential employees. The most frequent reply was Leadership skills.

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 selection of courses that can be scheduled on a consistent basis and to add courses to the concentration that meet the needs of today's management student and the working environment. It will add to the quantitative approach to management while improving decision making. Changes proposed to this concentration will make it easier for students to choose electives 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.

Table with 3 columns: College/School, Dean, Signature. It contains four empty rows for signatures.

- V. Should NA

- VI. ADDITIONAL COMMENTS. None

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

V.

College/School	Dean	Signature
Business	Richard Hawey	Richard Hawey

d

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
	1530		
	or		
MATH	1430	College Algebra (or higher math)	General Studies
TOTAL Business Core			45
Management Curriculum			21
<i>Required Courses (15 hours)</i>			
MGMT	3308	Human Resource Management	3
MGMT	3390	Organizational Behavior	3
BSBA	3330	Empowering Leadership	3
MGMT	4402	Organizational Change & Development	3
MGMT	4405	Operations Management	3
	or		
MGMT	4409	Quantitative Management	3
MGMT	4400	Organizational Theory and Design	3
<i>Electives (6 hours) Selected from the following list:</i>			
BSBA	2299	Special Topics	3
BSBA	3399	Special Topics in Business	3
BSBA	3307	Business Law II	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
MGMT	4400	Organizational Theory and Design	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 1430 or 1530 or higher in IB (required by major)	
Attribute IC – Written Communication		3
	ENGL 1101	
Attribute ID - Teamwork		X
	Major Course – BSBA 2209	
Attribute IE – Information Literacy		3
	ENGL 1102	
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 - 2017

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
	1530		
	or		
MATH	1430	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
BSBA	3330	Empowering Leadership	3
MGMT	4402	Organizational Change & Development	3
MGMT	4409	Quantitative Management	3
	or		
MGMT	4405	Operations Management	3
Management Electives (6 hours) Selected from the following list:			
BSBA	2299	Special Topics	3
BSBA	3399	Special Topics in Business	3
BSBA	3307	Business Law II	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
MGMT	4400	Organizational Theory and Design	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 1430 or 1530 or higher in IB (required by major)	
Attribute IC – Written Communication	3
ENGL 1101	
Attribute ID - Teamwork	X
Major Course – BSBA 2209	
Attribute IE – Information Literacy	3
ENGL 1102	
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: BSBA 3330

Course Title: Empowering Leadership

Course Description:

The purpose of this course is to help prepare students to assume increasingly responsible leadership roles of empowerment in their personal, professional and academic lives. This interdisciplinary, student-centered course focuses not only on significant theories of empowering leadership and their applicability to leaders of the past and present, but also includes substantial hands-on, experiential learning opportunities in which students practice empowering leadership. PR: ENGL 1102(with a grade of a "C" or better) and BSBA 2209 .

Course Goals and Objectives:

COURSE OBJECTIVES: The major student objectives of the course are to:

- develop a fundamental understanding of leadership and develop personal leadership philosophy;
- demonstrate effective techniques and strategies for articulating a vision, setting goals, decision making, team building,
- develop skills in empowering, delegating, initiating change and handling conflict
- define and evaluate the servant-leader's role in leadership; and develop their personal leadership ability.

Leadership Course Outline

Leadership - Developing a Personal Philosophy

- A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

I. Servant Leadership

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

II. Ethical Leadership

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

III. A Vision of Leadership

- E. A. Classic Case
- F. Leadership Profile
- G. Readings
- H. Film Studies

IV. Team-building

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

V. Leading with Goals

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

VI. Making Decisions

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

VII. Guiding through Conflict

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

VIII. Change

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

IX. Empowering Others

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

X. A History of Leadership Studies

- A. A. Classic Case
- B. Leadership Profile
- C. Readings
- D. Film Studies

Continuation of Appendix B

Course Prefix and Number: **MGMT 4409**

Course Title: **QUANTITATIVE MANAGEMENT**

Course Description:

This course introduces mathematical models and quantitative skills important for analysis-driven decision-making in business and management. Example topics include: probability concepts and applications, decision analysis, regression models, forecasting, linear optimization, and decisions under uncertainty.

PR: **BSBA 2209, BSBA 3310**

Course Learning Outcomes:

1. **Demonstrate knowledge of mathematics and related quantitative analytical methods appropriate for management in business environments.**
2. **Demonstrate critical thinking and problem-solving skills by identifying and applying quantitative methods to a business environment and formulating recommendations from analysis of findings.**
3. **Effectively apply technology and applications to assist in business-oriented quantitative management decision-making.**
4. **Professionally communicate results and recommendations for quantitative management applications to a business-oriented environment.**

Course Title: Quantitative Management

Course Number: MGMT 4409

Credit Hours: 3

Prerequisites: BSBA 2209, BSBA 3310

Status:

Required for Majors in Business Management Concentration

Major elective for Business Administration Students

Detailed course outline:

- Introduction to Quantitative Analysis
 - Decision Models
 - Sensitivity Analysis
 - Model Optimization
 - Data Fitting
 - Spreadsheet Modeling – Data Tables, Scenario Manager, Goal Seek
- Decision Models with Uncertainty and Risk
 - Spreadsheet Models with Random Variables
 - Monte Carlo Simulation
 - Crystal Ball - Charts, Reports, Data Extraction, Functions & Tools
 - Decision Strategies for Minimize Objective
 - Decision Strategies for Maximize Objective
 - Expected Value Decision Making
 - Decision Trees
- The Value of Information
 - Decisions with Sample Information
 - Conditional Probabilities and Bayes's Rule
 - Utility Theory

- Queuing Theory
 - Queuing Systems
 - Queuing Models
 - Process Simulation
- Linear Optimization
 - Linear Optimization Model Characteristics
 - Linear Optimization Models on Spreadsheets
 - Solving Linear Optimization Models
 - Applications of Linear Optimization

Outcome Competencies and Assessment Methods:

- Demonstrate knowledge of mathematics and related quantitative analytical methods appropriate for management in business environments.
 - Assessed by homework assignments, quizzes, and exams.
- Demonstrate critical thinking and problem-solving skills by identifying and applying quantitative methods to a business environment and formulating recommendations from analysis of findings.
 - Assessed by homework assignments, class discussions, quizzes, and exams.
- Effectively apply technology and applications to assist in business-oriented quantitative management decision-making.
 - Assessed by homework assignments, class discussions, quizzes, and exams.
- Professionally communicate results and recommendations for quantitative management applications to a business-oriented environment.
Assessed by discussions and presentation

Appendix C
B. S. in Business Administration – Management Concentration
Curriculum Proposal #-----

Courses Added to Required Course List

BSBA 3330 - Empowering Leadership

Rationale: The course will provide a greater foundational structure for a much greater percentage of students in its relationship to other courses in the required list of management courses. It will meet the needs of students in attributes such as critical analysis, written communication, teamwork, information literacy, oral communications, citizenship, and ethics. It is a required course for the Fairmont State University Leadership Certificate. We hope to get more students interested in the Leadership Certificate. Currently the management curriculum does not contain a course that deals specifically in the area of Leadership.

MGMT 4409 – Quantitative Management

Rationale: This course was previously offered prior to the 2015 curriculum proposal. It was removed due to changes in faculty and was replaced by Operations Management. With the reintroduction of this course the students will become familiar with various quantitative techniques, such as statistics, information models and computer simulations helping students to become better strategic decision makers. Students will have an option of taking Operations Management or Quantitative Management to fulfill the 3 hour requirement. It will again give students the necessary skills required to be successful in the field of management.

Courses Added to Elective Course List:

MGMT 4400 – Organizational Theory and Design

Rationale: We will continue to offer this course to students who are very interested in how organizations are designed and structured. The only prerequisite for students is MGMT 2209 Principles so it is open for any business student regardless of their area of concentration. (previously in the list of required courses)

Courses Removed from the Required Course List:

MGMT 4400 – Organizational Theory and Design

Rationale: There is a heavier Organizational component to the curriculum currently in the required list. Many of the elements of MGMT 4400 could be covered in greater detail in other Organizational related courses currently on the required list. Removing MGMT 4400 would allow the addition of the Leadership course without adding more hours to the required hours for the concentration. MGMT 4400 will still be part of the Management Concentration list of electives.

Courses Removed from the Elective Course List:

NONE

From: Kirby, Jack
Sent: Friday, January 19, 2018 1:04 PM
To: Scully, Serena
Subject: FW: Curriculum Proposal # 17-18-07 - BSBA Management

Serena,

Could you please add the email threads below to curriculum proposal #17-18-07? This does not require another revision number. Once added, I'll resend it to the Curriculum Committee.

Thank you.

Jack

*Jack R. Kirby, Ed.D.
Associate Provost for Academic Affairs
Director of Graduate Studies
Interim Title IX Coordinator
223 Hardway Building
Fairmont State University
1201 Locust Avenue
Fairmont, WV 26554
(304) 367-4098
Email: Jack.Kirby@fairmontstate.edu*



From: Gonzalez, Cheri
Sent: Friday, January 19, 2018 12:35 PM
To: Kirby, Jack <Jack.Kirby@fairmontstate.edu>
Subject: Fwd: Curriculum Proposal # 17-18-07 - BSBA Management

FYI please see below.

Sent from my iPhone

Begin forwarded message:

From: "Gonzalez, Cheri" <Cheri.Varkonda@fairmontstate.edu>
Date: January 19, 2018 at 11:22:31 AM EST
To: "Hinton, Gregory" <Gregory.Hinton@fairmontstate.edu>

Cc: "Weaver, Robert" <Robert.Weaver@fairmontstate.edu>
Subject: Re: Curriculum Proposal # 17-18-07 - BSBA Management

BSBA 3330 is good to use.

Thank you
Cheri

Sent from my iPhone

On Jan 19, 2018, at 10:39 AM, Hinton, Gregory <Gregory.Hinton@fairmontstate.edu> wrote:

Cheri,

The School of Business is requesting the number 3330 for BSBA Leadership, a new course proposal.

Greg

From: Weaver, Robert
Sent: Friday, January 19, 2018 9:22 AM
To: Hinton, Gregory
Subject: FW: Curriculum Proposal # 17-18-07 - BSBA Management

Greg,

Do you know if we got the BSBA 3330 number approved.....I did not know about this requirement.

What do you think we need to do?

BOB

From: Kirby, Jack
Sent: Friday, January 19, 2018 9:04 AM
To: Weaver, Robert
Subject: RE: Curriculum Proposal # 17-18-07 - BSBA Management

Bob,