

PROGRAM CHANGES
WEBER STATE UNIVERSITY

Submission Date: September 30th, 2013

Submitter Name: Wendy Fox Kirk

College: John B. Goddard School of Business & Economics

Department: Business Administration

Program Title: BS in Business Administration

Check all that apply:

- New course(s) required for major, minor, emphasis, or concentration.
- x Modified course(s) required for major, minor, emphasis, or concentration.
- Credit hour change(s) required for major, minor, emphasis, or concentration.
- Credit hour change(s) for a course which is required for the major, minor, emphasis, or concentration.
- Attribute change(s) for any course.
- Program name change.
- Deletion of required course(s).
- Program mode of delivery/format change (Graduate Programs ONLY)
- Other changes (specify) _____

JUSTIFICATION:

Changes to the BS in Business Administration are required due to the following reasons:

1. Major changes to faculty resource

Over the last two years, the Business Administration Department has experienced high levels of faculty turnover through retirement. This has resulted in new faculty with different expertise and a consequent opportunity to redesign the program to provide a more appropriate and market

relevant offering to students.

2. A significant decline in demand for the 'Management' emphasis

Figures for the last six years show that fewer students are selecting the 'Management' option as an emphasis (2005-6 = 25 graduates with this emphasis, down to 2012-13 = 4). Since the generic BS in Business Administration degree is our default "management" degree, it would seem that having a special emphasis area called "Management" is an unnecessary and potentially confusing redundancy.

3. An identified need to rationalize and modernize the program

A year-long self-study review process revealed that the degrees in Business Administration have not been closely examined in approximately 20 years, yielding an unmanaged process that has resulted in a less than optimal level of rationalization in the current offering. This highlighted the need to reconsider the structure of the program to ensure that the program is designed appropriately to identify an optimum balance between current cutting edge thinking in the field of business administration, the department's faculty resource, and both market and student demand.

Summary of Proposed Changes

Note that for all changes, there is no requirement to remove courses or create new courses. The changes are focused on the pathway configuration for the BS in Business Administration and two of its targeted areas of emphasis: a) Management and, b) HRM. Currently, BS in Business Administration is the only major offered by the Business Administration Department. This major currently has four emphases and one track:

- i) Management
- ii) Finance
- iii) Marketing
- iv) Supply Chain
- v) Track – Human Resource Management

Three major changes are proposed:

1. To remove 'Management' as an emphasis on the BS Degree

The removal of 'Management' as an emphasis does not require the removal of any courses, nor does it impact on any activity of other departments. Currently, 'Management' is a pathway comprising a range of existing courses offered in the Business School. None of the courses offered on this pathway are specific to this pathway, hence its removal will not impact upon existing courses or programs.

2. To change required courses for the 'Business Administration' degree program. The aim here is to focus students onto a pathway which provides them with the necessary business knowledge to ensure that all students leave the Business School with some degree of standardized knowledge which faculty, students and employers quickly recognize as core valuable business knowledge and skills. Currently, there is too much flexibility in student choice which allows for students to leave with varying levels of knowledge and skewed content knowledge. With too much

flexibility students often make course choices based on factors other than educational or skills needs (i.e. availability of courses, timetabling for graduation goals, or perceived 'easy' topics). The proposed changes focus on required major courses and reduce the range and number of allowable electives.

BS in Business Administration remains the same for foundation courses (i.e. Liberal Support Curriculum, Business Foundations, BSAD 2899 – Business Foundations and Admission Statement, Business Cross-Functional Core and Business Functional Core).

Changes focus on the Major Courses Required and Elective choices.

3. To change required courses for the 'Human Resource Management' track. As with the changes to Business Administration, the aim is to provide a more meaningful pathway which ensures that students cover the core knowledge and skills common to an HRM degree and subsequent career. As with Business Administration, the new proposed changes focus on required major courses and reduce the range and number of allowable electives.

BS in Business Administration with HRM remains the same for foundation courses (i.e. Liberal Support Curriculum, Business Foundations, BSAD 2899 – Business Foundations and Admission Statement, Business Cross-Functional Core and Business Functional Core).

Changes focus on the Major Courses Required and Elective choices.

Three minor changes are proposed:

1. Name change for course MGMT 4300 – ~~Influence~~ and Group Effectiveness to MGMT 4300 - Leadership and Group Effectiveness.
2. To allow NTM 3250 Business Communications as an equivalent course to MGMT 3200 - Managerial Communications.
3. To remove BSAD 3600 - [World Region] Business and Society and BSAD 4680 - Small Business Diagnostics from the Marketing emphasis and to add two new electives MGMT 4300 – Leadership ~~Influence~~ and Group Effectiveness and MGMT 4650 - Negotiations

Detail of Proposed Changes

Current Program BS Business Administration – Total 30 credit hours	Proposed Program BS Business Administration – Total 30 credit hours
<p>Major Courses Required (6 credit hours)</p> <p><u>IST 3110 - Information Technology for Business Credits: (3)</u> <u>Business Credits: (3)</u> <u>MGMT 3200 - Managerial Communications Credits: (3)</u></p> <p>Major Electives (24 credit hours)</p> <p>Two Marketing courses selected from</p> <p><u>MKTG 3100 - Consumer Behavior Credits: (3)</u> <u>MKTG 3200 - Selling and Sales Management Credits: (3)</u> <u>MKTG 3450 - Promotion Management Credits: (3)</u> <u>MKTG 3500 - Retail Management Credits: (3)</u> <u>MKTG 4400 - Marketing Strategy Credits: (3)</u></p> <p>Two Finance courses selected from</p> <p><u>FIN 3300 - Investments Credits: (3)</u> <u>FIN 3350 - Financial Institutions Credits: (3)</u> <u>FIN 3400 - Real Estate Principles and Practices Credits: (3)</u> <u>FIN 3500 - Capital Budgeting Credits: (3)</u></p>	<p>Major Courses Required (15 credit hours)</p> <p><u>IST 3110 - Information Technology for Business Credits: (3)</u> <u>MGMT 3200 - Managerial Communications Credits: (3) or NTM 3250 Business Communications Credits: (3)</u> <u>MGMT 3300 - Human Resource Management Credits: (3)</u> <u>MGMT 4300 – Leadership Influence and Group Effectiveness Credits: (3)</u> <u>MGMT 4400 – Advanced Organizational Behavior Credits: (3)</u></p> <p>Major Electives (9 credit hours)</p> <p>One Marketing course</p> <p><u>MKTG 3100 - Consumer Behavior Credits: (3)</u> <u>MKTG 3200 - Selling and Sales Management Credits: (3)</u> <u>MKTG 3450 - Promotion Management Credits: (3)</u> <u>MKTG 3500 - Retail Management Credits: (3)</u> <u>MKTG 4400 - Marketing Strategy Credits: (3)</u> <u>MKTG 3600 - International Marketing Credits: (3)</u> <u>MKTG 4200 – Internet Marketing Credits: (3)</u> <u>BSAD 3500 – Introduction to Business Research Credits: (3)</u></p> <p>One Supply Chain Management Course</p> <p><u>SCM 3500 - Computer Models/Applications Credits: (3)</u> <u>SCM 4100 - Quality Management and Productivity Credits: (3)</u></p>

FIN 4400 - Financial Problems - Corporate Finance Credits: (3)

Two Management or Supply Chain Management courses (One each from Groups A and B)

Group A

MGMT 3300 - Human Resource Management Credits: (3)

MGMT 4300 - Influence and Group

Effectiveness Credits: (3)

Group B

SCM 3500 - Computer Models/Applications Credits: (3)

SCM 4100 - Quality Management and

Productivity Credits: (3)

SCM 4600 - Simulation Credits: (3)

Two courses selected from the following

ACTG (3) *

ECON (3) *

IST (3) *

SCM (3) *

BSAD 3500 - Introduction to Business

Research Credits: (3)

BSAD 3600 - [World Region] Business and

Society Credits: (3)

BSAD 4210 - Survey of Business Law Credits: (3)

BSAD 4500 - Entrepreneurship Credits: (3)

BSAD 4680 - Small Business Diagnostics Credits: (3)

One additional CBE international course (3)

MGMT 4650 - Negotiations Credits: (3)

One additional course from Group A or B in the previous section

One other course from Actg/Econ/Finance

FIN 3350 - Financial Institutions Credits: (3)

FIN 3500 - Capital Budgeting Credits: (3)

FIN 4400 - Financial Problems - Corporate Finance Credits: (3)

ECON 3400 - Labor Economics Credits: (3)

ECON 3200 - Money and Banking Credits: (3)

ACTG 3750 - Accounting Information Systems Credits: (3)

Two General Electives (6 credit hours) from list of approved courses

MGMT 3350 - Employment & Labor Law Credits: (3)

MGMT 3400 - International Business Credits: (3)

MGMT 3450 - Study Abroad Credits: (3)

MGMT 3550 - The Cultural Environment of International Business Credits: (3)

MGMT 4310 - Compensation & Benefits Credits: (3)

MGMT 4320 - Staffing Organizations Credits: (3)

MGMT 4350 - Training Credits: (3)

MGMT 4860 - Management Internship Credits: (3)

MGMT 4865 - Human Resource Internship Credits: (3)

MGMT 4650 - Negotiations Credits: (3)

SCM 3500 - Computer Models/Applications Credits: (3)

SCM 4100 - Quality Management and Productivity Credits: (3)

BSAD 3000 - Small Business Management Credits: (3)

BSAD 3500 - Introduction to Business Research Credits: (3)

BSAD 3600 - [World Region] Business and Society Credits: (3)

BSAD 4210 - Survey of Business Law Credits: (3)

BSAD 4500 - Entrepreneurship Credits: (3)

<p>Proposed Program BS Business Administration with HRM Track - Total 30 credit hours</p>	<p>Current Program BS Business Administration with HRM Track - Total 30 credit hours</p>
<p>Major Courses Required (15 credit hours)</p> <p><u>IST 3110 - Information Technology for Business Credits: (3)</u> <u>MGMT 3200 - Managerial Communications or NTM 3250 Business Communications Credits: (3)</u> <u>MGMT 3300 - Human Resource Management Credits: (3)</u> <u>MGMT 4300 - Leadership Influence and Group Effectiveness Credits: (3)</u> <u>MGMT 4400 - Advanced Organizational Behavior Credits: (3)</u></p>	<p>Major Courses Required (21 credit hours)</p> <p><u>IST 3110 - Information Technology for Business Credits: (3)</u> <u>MGMT 3200 - Managerial Communications</u> <u>MGMT 3300 - Human Resource Management Credits: (3)</u> <u>MGMT 3350 Employment & Labor Law Credits: (3)</u> <u>MGMT 4300 - Influence and Group Effectiveness Credits: (3)</u> <u>MGMT 4310 Compensation & Benefits Credits: (3)</u> <u>MGMT 4320 Staffing Organizations Credits: (3)</u></p> <p>Major Electives (9 credit hours)</p> <p><u>BSAD 3500 - Introduction to Business Research Credits: (3)</u> <u>BSAD 3600 - [World Region] Business and Society Credits: (3)</u> <u>BSAD 4210 - Survey of Business Law Credits: (3)</u> <u>BSAD 4500 - Entrepreneurship Credits: (3)</u> <u>ECON 3400 Labor Economics Credits: (3)</u> <u>SCM 3500 - Computer Models/Applications Credits: (3)</u> <u>SCM 4100 - Quality Management and Productivity Credits: (3)</u> <u>MGMT 4350 Training Credits: (3)</u> <u>MGMT 4650 - Negotiations Credits: (3)</u></p> <p><u>MGMT 4865 Human Resource Internship Credits: (3)</u> or <u>BSAD 4680 - Small Business Diagnostics Credits: (3)</u></p>
<p>Major Required for Emphasis (12 credit hours)</p> <p><u>MGMT 4310 - Compensation & Benefits Credits: (3)</u> <u>MGMT 4350 - Training Credits: (3)</u> <u>MGMT 3350 - Employment & Labor Law Credits: (3)</u> <u>MGMT 4320 - Staffing Organizations Credits: (3)</u></p> <p>One General Elective (3 credit hours) from list of approved courses</p> <p><u>MGMT 3400 - International Business Credits: (3)</u> <u>MGMT 3450 - Study Abroad Credits: (3)</u> <u>MGMT 3550 - The Cultural Environment of International Business Credits: (3)</u> <u>MGMT 4860 - Management Internship Credits: (3)</u> <u>MGMT 4865 - Human Resource Internship Credits: (3)</u> <u>MGMT 4650 - Negotiations Credits: (3)</u> <u>SCM 3500 - Computer Models/Applications Credits: (3)</u></p>	<p>Major Electives (9 credit hours)</p> <p><u>BSAD 3500 - Introduction to Business Research Credits: (3)</u> <u>BSAD 3600 - [World Region] Business and Society Credits: (3)</u> <u>BSAD 4210 - Survey of Business Law Credits: (3)</u> <u>BSAD 4500 - Entrepreneurship Credits: (3)</u> <u>ECON 3400 Labor Economics Credits: (3)</u> <u>SCM 3500 - Computer Models/Applications Credits: (3)</u> <u>SCM 4100 - Quality Management and Productivity Credits: (3)</u> <u>MGMT 4350 Training Credits: (3)</u> <u>MGMT 4650 - Negotiations Credits: (3)</u></p> <p><u>MGMT 4865 Human Resource Internship Credits: (3)</u> or <u>BSAD 4680 - Small Business Diagnostics Credits: (3)</u></p>

	<p>SCM 4100 - Quality Management and Productivity Credits: (3) BSAD 3000 – Small Business Management Credits: (3) BSAD 3500 - Introduction to Business Research Credits: (3) BSAD 3600 - [World Region] Business and Society Credits: (3) BSAD 4210 - Survey of Business Law Credits: (3) BSAD 4500 - Entrepreneurship Credits: (3)</p>
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<p>Current Program BS Business Administration with Marketing Emphasis - Total 30 credit hours</p> <p>Major Courses Required (21 credit hours)</p> <p><u>IST 3110 - Information Technology for Business Credits: (3)</u> <u>MGMT 3200 - Managerial Communications</u> <u>MKTG 3100 - Consumer Behavior Credits: (3)</u> <u>MKTG 3200 - Selling and Sales Management Credits: (3)</u> <u>BSAD 3500 - Introduction to Business Research Credits: (3)</u> <u>MKTG 3450 - Promotion Management Credits: (3)</u> <u>MKTG 4400 - Marketing Strategy Credits: (3)</u></p> <p>Elective Courses (9 credit hours)</p> <p><u>BSAD 3600 - [World Region] Business and Society Credits: (3)</u> - <u>BSAD 4500 - Entrepreneurship Credits: (3)</u> <u>FIN 3400 - Real Estate Principles and Practices Credits: (3)</u> <u>SCM 3720 - Transportation and Global Supply Chain Management Credits: (3)</u> <u>SCM 4100 - Quality Management and Productivity Credits: (3)</u> <u>SCM 4410 - Materials and Inventory Management Credits: (3)</u> <u>SCM 4730 - Purchasing and Supply Management Credits: (3)</u> <u>MKTG 3500 - Retail Management Credits: (3)</u></p>	<p>Proposed Program BS Business Administration with Marketing Emphasis - Total 30 credit hours</p> <p>Major Courses Required (21 credit hours)</p> <p><u>IST 3110 - Information Technology for Business Credits: (3)</u> <u>MGMT 3200 - Managerial Communications or NTM 3250 Business Communications Credits: (3)</u> <u>MKTG 3100 - Consumer Behavior Credits: (3)</u> <u>MKTG 3200 - Selling and Sales Management Credits: (3)</u> <u>BSAD 3500 - Introduction to Business Research Credits: (3)</u> <u>MKTG 3450 - Promotion Management Credits: (3)</u> <u>MKTG 4400 - Marketing Strategy Credits: (3)</u></p> <p>Elective Courses (9 credit hours)</p> <p><u>BSAD 3600 - [World Region] Business and Society Credits: (3)</u> <u>BSAD 4210 - Survey of Business Law Credits: (3)</u> <u>BSAD 4500 - Entrepreneurship Credits: (3)</u> <u>FIN 3400 - Real Estate Principles and Practices Credits: (3)</u> <u>SCM 3720 - Transportation and Global Supply Chain Management Credits: (3)</u> <u>SCM 4100 - Quality Management and Productivity Credits: (3)</u> <u>SCM 4410 - Materials and Inventory Management Credits: (3)</u></p>
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MKTG 3600 - International Marketing Credits: (3)
MKTG 4200 - Internet Marketing Credits: (3)
MKTG 4860 - Marketing Internship Credits: (3) or
BSAD 4680 - Small Business Diagnostics Credits: (3)
COMM 3850 - Advertising Credits: (3)

SCM 4730 - Purchasing and Supply Management Credits: (3)
MKTG 3500 - Retail Management Credits: (3)
MKTG 3600 - International Marketing Credits: (3)
MKTG 4200 - Internet Marketing Credits: (3)
MKTG 4860 - Marketing Internship Credits: (3) or
BSAD 4680 - Small Business Diagnostics Credits: (3)
COMM 3850 - Advertising Credits: (3)
MGMT 4300 - Leadership Influence and Group Effectiveness Credits: (3)
MGMT 4650 - Negotiations Credits: (3)

Copy the present program from the current catalog and add the required changes (exactly as you wish them to appear in the catalog). Use **strikeout** (~~strikeout~~) when deleting items in the program and **highlight** (highlight) when adding items. If multiple changes are being proposed, please provide a summary.

Submit the original (and 20 copies) to the Faculty Senate Office, MC 1033, and an electronic copy (Word Doc) to bstockberger@weber.edu

APPROVAL PAGE

For: _____ (Program Title) _____ Date submitted online _____

For new course proposals, excluding Experimental and Variable Title courses, the following must be completed by the Library bibliographer:

✓ The WSU Library has adequate information resources to support this proposal.

Currently, the WSU Library does not have adequate information resources to support this course. However, if this proposal is approved, a Library bibliographer will work closely with departmental faculty to acquire the information resources needed. Funding for the new resources will come from the library's budget.

Elisabeth M. Hill _____ 11/2/03 WSU Librarian/Date

Approval/Sequence: _____
[Signature] _____
Department Chair/Date (or BIS Director) 11/5/13

College Curriculum Committee/Date (Signature not needed on Experimental or Variable Title courses.)

Career and Technical Education Director. (Needed on new or deleted courses required in a 2-year program.)

Dean of College/Date _____

Courses required in programs leading to secondary undergraduate teacher certification must be approved by the University Council on Teacher Education before being submitted to the Curriculum Committee.
University Council on Teacher Education/Date _____

Graduate course proposals must be reviewed by the University Graduate Council before being submitted to the Curriculum Committee.
I have read the proposal and discussed it with the program director.
University Graduate Council Representative/Date _____

University Curriculum Committee/Date _____
Effective Semester _____
Passed by Faculty Senate _____ Date _____

Did this program change receive unanimous approval within the Department? Yes No. If not, what are the major concerns raised by the opponents?

Explain any effects this program change will have on program requirements or enrollments in other departments including the Bachelor of Integrated Studies Program. In the case of similar offerings or affected programs, you should include letters from the departments in question stating their support or opposition to the proposed program.

None. Consultation with all other Department Chairs in the School provided information regarding optimum courses for their disciplines and discussion were held about potential issues, resource or otherwise. Department chairs and other faculty felt that these changes constitute an improvement to the programs.

Indicate the number of credit hours for course work within the program. (Do not include credit hours for General Education, Diversity, or other courses unless those courses fulfill requirements within the proposed program.)

We require a total of 62-63 credit hours within the school 30 of which should be major credit hours.

Indicate the number of credit hours for course work within the current program. (Do not include credit hours for General Education, Diversity, or other courses unless those courses fulfill requirements within the current program.) _____

Same as above, we do not wish to make changes to the number of credit hours required by the school for this program.

Graduate Programs only: Describe any proposed changes in the instructional mode of delivery or course format that are program-wide in nature or that affect more than one-third of the course taught in the program (e. g. changing from in-class to online instruction).

INFORMATION PAGE