

To: School of Business Curriculum Committee

Date: April 29, 2021

Re: Proposed Changes to Business Administration Major

Among the majors in the School of Business, Business Administration is the largest. It is also the smallest and most generic major. Unlike the other more focused programs, Business Administration graduates face more competition in placement and are under prepared for more technical jobs. As part of the School of Business continuous improvement efforts and based upon feedback from the School of Business Advisory Board, the Student Advisory Council, and alumni, a task force was created to examine the curriculum for the Business Administration Major in an effort to determine whether students are graduating **with** the skill development essential to success in the academic and business world. It is clear that the major needs to be updated with both technical skills and more in- depth and focused courses in specific areas to prepare them better for a career after graduation.

The proposed changes are:

1. Require ISC 215 (Business Programming and Data Analysis Tools) as a cognate. This course will expose students to programming languages, R and Python and also to advanced skills in EXCEL. Students will also be exposed to web and text and data mining techniques.
2. Require 3 additional electives in the major. With a total of five business electives students will be able to get in-depth knowledge in a functional area. With proper academic advisement students will be able to choose between General Management, Entrepreneurial Management, Organizational Leadership, Operations Management and Supply Chain Management or Business Analytics as areas to focus their degree.

The School of Business offers all the courses needed to support the different focus areas. There are also courses in MAT, ISC and COM that the students could opt to take in support of some of the areas listed in point 2 above.

The CS department has agreed to support the additional sections needed for ISC 215 to support this change and the letter from the chair is included.

Original Business Administration

Major (54-57 cr)

A. Core Requirements (30 cr)

ACC 201 - Principles of Accounting I Credit: 3
ACC 202 - Principles of Accounting II Credit: 3
BLW 355 - Legal and Regulatory Environment of Business Credit: 3
FIN 325 - Corporate Finance Credit: 3
HRM 385 - Organizational Behavior Credit: 3
MGT 261 - Business Organization Credit: 3
MGT 310 - Operations Management Credit: 3
MGT 495 - Management Policy and Simulation Credit: 3

MKT 250 - Marketing Principles Credit: 3
MGT 469 - Cultural Environment of International Business Credit: 3

B. Elective Requirements (6 cr)

Six hours at the 300- or 400-level in School of Business courses in a sequence under faculty advisement, three hours of which may be from upper division economics courses.

C. Cognate Requirements (18-21 cr)

ECO 101 - Principles of Microeconomics Credit: 3
ECO 200 - Principles of Macroeconomics Credit: 3
ECO Upper Division (under advisement, 3 cr)

CSC 102 - Business Information Systems and Computing Tools Credit: 3
- OR - a passing score on CSC102 waiver exam.

MAT 158 - Introduction to Statistics A Credit: 3
MAT 208 - Mathematical Applications for Business and Management Credit: 3 *
COM 211 - Strategic Communication in Business Credit: 3

Proposed Business Administration

Major (66-69 cr)

A. Core Requirements (30 cr)

ACC 201 - Principles of Accounting I Credit: 3
ACC 202 - Principles of Accounting II Credit: 3
BLW 355 - Legal and Regulatory Environment of Business Credit: 3
FIN 325 - Corporate Finance Credit: 3
HRM 385 - Organizational Behavior Credit: 3
MGT 261 - Business Organization Credit: 3
MGT 310 - Operations Management Credit: 3
MGT 469 - Cultural Environment of International Business Credit: 3
MGT 495 - Management Policy and Simulation Credit: 3
MKT 250 - Marketing Principles Credit: 3

B. Elective Requirements (15 cr)

Take five courses from one of the depth areas or identify a five-course set with your advisor

C. Cognate Requirements (21-24 cr)

COM 211 - Strategic Communication in Business Credit: 3
CSC 102 - Business Information Systems and Computing Tools Credit: 3
- OR - a passing score on CSC102 waiver exam.
ECO 101 - Principles of Microeconomics Credit: 3
ECO 200 - Principles of Macroeconomics Credit: 3
ECO Upper Division (under advisement, 3 cr)
ISC 215 - Business Programming and Data Analysis Tools Credit: 3
MAT 158 - Introduction to Statistics A Credit: 3
MAT 208 - Mathematical Applications for Business and Management Credit: 3 *

*Students transferring into the major who have completed MAT 210 with a C- or better fulfill the MAT 208 requirement.

Note: A grade below C- must be repeated in all courses credited to the major; each of these courses which is a prerequisite for another course in the program must have a C- or better grade attained before taking the course for which it is a prerequisite.

*Students transferring into the major who have completed MAT 210 with a C- or better fulfill the MAT 208 requirement.

Note 1: A grade below C- must be repeated in all courses credited to the major; each of these courses which is a prerequisite for another course in the program must have a C- or better grade attained before taking the course for which it is a prerequisite.

Note 2: The student pursuing this major may not take up any minor within the School of Business that coincides with their chosen depth area.

Note 3: Some courses in the depth areas may have prerequisites

Depth areas:

A: General Management

MGT 305 - Project Management
MGT 350 - Entrepreneurship
MGT 360 - Creativity and Innovation
MGT 395 - International Business
MGT 410 - Management Science
MGT 415 - Decision Analysis
MGT 425 - Supply Chain Management
MGT 440 - The Management of Nonprofit Organizations
MGT 444 - Topics in Management
MGT 460 - Leadership
MGT 468 - Change Management
MGT 469 - Cultural Environment of International Business
MGT 475 - Global Business and Society
MGT 486 - Materials Management
MGT 490 - Entrepreneurship Capstone Project
MKT 260 - Professional Selling
MKT 320 - Digital Marketing Business Applications
MKT 330 - Entrepreneurial Marketing and Sales
MKT 360 - Social Media Marketing
MKT 370 - Consumer Behavior
MKT 371 - Negotiation
MKT 375 - Marketing Research
MKT 378 - Sales Management

MKT 390 - Global Marketing
MKT 395 - Electronic Marketing
MKT 420 - Marketing Analytics
MKT 460 - Advanced Sales
MKT 465 – Topics in Marketing
HRM 386 - Human Resource Management

B: Entrepreneurial Management

MGT 305 - Project Management
MGT 350 - Entrepreneurship
MGT 360 - Creativity and Innovation
MGT 468 - Change Management
MGT 490 - Entrepreneurship Capstone Project
MKT 330 - Entrepreneurial Marketing and Sales

C: Organizational Leadership

COM 240 - Group Interaction and Discussion
MGT 460 - Leadership
MGT 468 - Change Management
MGT 475 - Global Business and Society
MKT 371 - Negotiation
PHL 205 - Ethics I: Introduction to Classical Ethics

D: Supply Chain and Operations Management

MGT 305 - Project Management
MGT 350 - Entrepreneurship
MGT 410 - Management Science
MGT 415 - Decision Analysis
MGT 425 - Supply Chain Management
MGT 486 - Materials Management

MKT 320 - Digital Marketing Business Applications
MAT 351 - Introduction to Forecasting

E: Data Analytics

ACC 305 - Accounting Information Systems
ISC 329 – Database Management Systems in
Business
ISC 410 - Data Analytics
MAT 351 - Introduction to Forecasting
MAT 378 - Data Mining and Predictive Analytics
MGT 305 - Project Management
MGT 410 - Management Science

MGT 415 - Decision Analysis
MGT 425 - Supply Chain Management
MGT 468 - Change Management
MKT 375 - Marketing Research
MKT 420 - Marketing Analytics