

No Action Taken

JAN 27 1994

LSC Use Only
Number _____
Action _____
Date _____

UWUCC USE Only ⁹⁵⁻⁴
Number 93-76 ~~94-23~~
Action _____
Date _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. TITLE/AUTHOR OF PROPOSAL

Course/Program Title: B.S. in Management- General Management Concentration
Suggested 20 character course title: _____
Department: Department of Management
Contact Person: Dr. Thomas W. Falcone

II. If a course, is it being proposed for:

- _____ Course Approval/Revision Only
- _____ Course Approval/Revision and Liberal Studies Approval
- _____ Liberal Studies Approval Only (course previously approved by Senate.)

III. APPROVALS

S.W. Osborn
Department Curriculum Committee
S.W. Osborn
College Curriculum Committee

Marchant
Department Chairperson
Robert Clancy
* College Dean

Director of Liberal Studies
(where applicable)

Provost (where applicable)

* EACH COLLEGE DEAN MUST CONSULT WITH THE PROVOST BEFORE APPROVING CURRICULUM CHANGES. APPROVAL BY COLLEGE DEAN INDICATES THE PROPOSED CHANGE IS CONSISTENT WITH LONG RANGE PLANNING DOCUMENTS, ALL REQUESTS FOR RESOURCES IN THE PROPOSAL CAN BE MET, AND THE PROPOSAL HAS THE SUPPORT OF THE UNIVERSITY ADMINISTRATION.

III. TIMETABLE

Date Submitted:
to LSC _____
to UWUCC _____

Semester to be
implemented:
Fa11 1994

Date to be
published
in Catalog
Summer 1994

PART II - Description of Curriculum Change

1. Bachelor of Science--General Management

Liberal Studies: As outlined in Liberal Studies section with the following specifications: 54-56

Mathematics: MA121

Social Science: EC121, PC101

Liberal Studies Electives: MA214, EC122, BE/CO/IM101, no courses with MG prefix

College: Business Administration Core

33

Required Courses:

AD321	Business and Interpersonal Communications	3sh
AG201	Principles of Accounting I	3sh
AG202	Principles of Accounting II	3sh
BL235	Introduction to Business Law	3sh
FI310	Finance I	3sh
IM300	Information Systems: Theory and Practice	3sh
MG310	Principles of Management	3sh
MG330	Production and Operations Management	3sh
MG495	Business Policy	3sh
MK320	Principles of Marketing	3sh
QB215	Business Statistics	3sh

Concentration: General Management

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Required Courses:

MG300	Human Resource Management	3sh
MG311	Human Behavior in Organizations	3sh
MG351	International Management	3sh
MG/MK432	Business and Society	3sh
MG428	Seminar in Management	3sh
MG/AG	Either 3 credits of an MG prefix course or AG 300 (Managerial Acct.)	<u>3sh</u> 18

Electives:

General Management major must select three (3) courses as electives.

9

The nine credits of electives may include the following:

- Not more than 6 credits per departmental prefix
- May include any College of Business level course (including 3 credits of internship and/or MG 275 - Introduction to Entrepreneurship)
- May include any Economics 300-400 level

Note: These courses are designed to allow flexibility to focus in a particular area. These courses must be pre-approved by the advisor and the Department Chair prior to registering for these courses.

Other Requirements:

0

Free Electives

8-10

Total Degree Requirements:

124

2. The current General Management curriculum was approved in the early 80's, shortly after the then Department of Business Administration was reorganized into three new departments. General Management was designed to replace General Business, which was a catch-all major for undecided students. General Management became a compromise of many divergent views and was left very unstructured. Since we have reorganized again, becoming a separate Management Department (no longer being combined with Marketing), we see the need to define General Management more clearly as a concentration in the Management Major and to structure it more.

The changes in the General management concentration are designed to allow students to select, freely, courses that reflect their intellectual interests while providing more structure for required courses. MG 311 (Human Behavior in Organizations) was taken out of the COB core when we re-organized in 1991. We wanted to reinstate it for our management majors with these changes. We also felt that internationalizing the major and incorporating societal issues were vital. We also wanted to force into this concentration close contact between student and advisor ; this, personalizes the major more and provides better mentoring. Also note that we will discourage using General Management as an add-on major or concentration for our students. General Management cannot be a second concentration or major for Management majors.

Additional reasons and justifications for the proposed revisions are as follows:

- (i) The College of Business is in the process of acquiring American Assembly of Collegiate Schools of Business (AACSB) accreditation. The AACSB standards require a mission oriented, up-to-date curriculum. The proposed revision will help the College meet accreditation standards in the curriculum area.
- (ii) The existing General Management curriculum is lacking in content. The proposed changes will enrich the course offerings and better prepare students.
- (iii) The AACSB further requires that the curriculum development process involve inputs from stakeholders, such as employers and alumni. Regular communications with our alumni, COB Advisory Board, and industry leaders and managers have brought the fact that the current General Management curriculum does not meet the needs of the business world. The proposed changes and new courses will bridge this gap.
- (iv) Beset by the ever-increasing foreign competition, U.S. organizations are attempting to manage their human resources more effectively. An organization's human resources can be a source of important competitive advantage. It is imperative that IUP produces Management graduates who can tackle the challenges posed by global competition. The Department, at this time, has the faculty resources to support the revised curriculum.

The Department of Management strongly believes that the proposed curriculum overcomes the shortcomings of the existing curriculum, and will help produce better prepared students.

General ManagementOld Program

Bachelor of Science--General Management

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College: Business Administration Core 33

AG321	Bus. and Interpersonal Comm.	3sh
AG201	Principles of Accounting I	3sh
AG202	Principles of Accounting II	3sh
BL235	Introduction to Business Law	3sh
FI310	Finance I	3sh
IM300	Info Systems:Theory & Practice	3sh
MG310	Principles of Management	3sh
MG330	Production and Operations Mgt	3sh
MG495	Business Policy	3sh
MK320	Principles of Marketing	3sh
QB215	Business Statistics	3sh

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Required Courses:

AG300	Managerial Accounting	3sh
MG300	Human Resource Management	3sh
MG428	Seminars in Management	3sh
Advanced Business Electives		6sh
Advanced Economics Electives		6sh
Advanced Electives		6sh
Free Electives		8-10

Total Degree Requirements: 124

New Program

Bachelor of Science--General Management

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 Liberal Studies Electives: MA214, EC122,
 BE/CO/IM101, no courses with MG prefix

College: Business Administration Core 33

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Other Requirements:	0
Free Electives	8-10
Total Degree Requirements:	124

95-4

Part III

No course proposals

Part IV

No letters of support provided