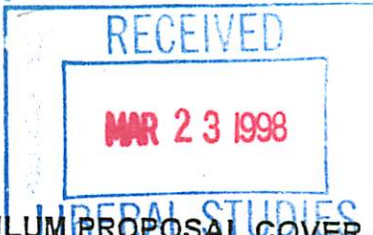


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 Submission Date: \_\_\_\_\_  
 Action-Date: App 4/16/02  
 01-2  
 Senate App 5/7/02



**CURRICULUM PROPOSAL COVER SHEET**  
 University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Contact Persons Joette Wisnieski 357-4880  
 Phone 357-7786  
 Department Management

**PROPOSAL TYPE (Check All Appropriate Lines)**



       COURSE \_\_\_\_\_  
Suggested 20 character title  
       New Course\* \_\_\_\_\_  
Course Number and Full Title  
       Course Revision \_\_\_\_\_  
Course Number and Full Title  
       Liberal Studies Approval + \_\_\_\_\_  
 for new or existing course Course Number and Full Title  
       Course Deletion \_\_\_\_\_  
Course Number and Full Title  
       Number and/or Title Change \_\_\_\_\_  
Old Number and/or Full Old Title  
New Number and/or Full New Title



       Course or Catalog Description Change \_\_\_\_\_  
Course Number and Full Title  
 PROGRAM: \_\_\_\_\_ Major \_\_\_\_\_ Minor  Track  
       New Program\* \_\_\_\_\_  
Program Name  
 Program Revision\* B.S. Management-Operations Management track  
Program Name  
       Program Deletion\* \_\_\_\_\_  
Program Name  
 Title Change Industrial Management  
Old Program Name  
Operations Management  
New Program Name



**III. Approvals (signatures and date)**

[Signature] 3/11/97 Department Curriculum Committee  
[Signature] Department Chair  
[Signature] 3/10/98 College Curriculum Committee  
[Signature] College Dean  
[Signature] 3/25/98 + Director of Liberal Studies (where applicable)  
 \*Provost (where applicable)

Graduates holding the Bachelor of Science degree in Management (Industrial, General, Entrepreneurship and Small Business Management), Human Resource Management, or International Business may find employment opportunities in both the public and private sectors. Opportunities are expected to be especially plentiful in the services sector (e.g., retailing, health care, information technology, finance, and transportation) where these degrees will be especially valuable.

The Bachelor of Science in Management program offers three concentrations: Industrial Management, General Management, and Entrepreneurship and Small Business Management. Students in the Industrial Management concentration are well grounded in both management theory and application, but their focus is more upon production, operations, quality, inventory, and capacity management. The concentration in General Management is distinguished by its greater flexibility that can be useful to the student who wishes to design a customized management specialization. Students taking the Entrepreneurship and Small Business Management concentration will focus on creation and operation of small business. This concentration might also be desirable for graduates who will be working in small businesses where the manager often must wear several hats.

The Bachelor of Science in Human Resource Management prepares individuals in both the theoretical and applied aspects of managing the human resources function in organizations as a generalist or specialist. Students will gain expertise in areas such as job design, staffing, training, compensation, and performance appraisal.

The Bachelor of Science in International Business offers students an opportunity to acquire a thorough understanding of managing global operations in the contemporary business environment. In addition, students develop skills in a traditional functional area. The combination of these two objectives enable students to successfully perform in today's competitive global economy.

## Part II. Description of Curriculum Change

1. Catalog description for the revised program in the appropriate form.—Listed below is the new description for the catalog.

### Department of Management

Graduates holding the Bachelor of Science degree in Management may find employment opportunities in both the public and private sectors. Opportunities are expected to be especially plentiful in the services sector (e.g. retailing health care, information technology, finance, and transportation) where these degrees will be especially valuable.

The Department of Management offers 3 separate degree programs Management, Human Resources Management and International Business.

The Bachelor of Science in Management offers three areas students can choose to concentrate on: General Management, Operations Management, and Entrepreneurship and Small Business Management.

**General Management.** While both management theory and application are taught, the track in general management is distinguished by its greater flexibility that can be useful to the student who wishes to design a customized management specialization.

**Operations Management.** Students in the operations management track are well grounded in both theory and application, but their focus is more upon production, operations, quality issues and inventory and capacity management.

**Entrepreneurship and Small Business Management.** Students taking the Entrepreneurship and Small Business Management track will focus on creation and operation of a small business. This track will also be for graduates who will be working in small businesses where the manager often must perform several managerial roles and manage several functions.

The Bachelor of Science in **Human Resource Management** prepares individuals in both the theoretical and applied aspects of managing the human resources function in organizations as a generalist or specialist. Students will gain expertise in areas such as job design, staffing, training, compensation, and performance appraisal.

The Bachelor of Science in **International Business** offers students an opportunity to acquire a thorough understanding of managing global operations in the contemporary business environment. In addition, students develop skills in a traditional functional area. The combination of these two objectives enable students to successfully perform in today's competitive global economy.

Part II—2a. Tabular Summary of Changes

<u>Old Program</u>		
<b>Bachelor of Science - Management</b>		
Liberal Studies: As outlined in Liberal Studies section With the following specifications: Mathematics: MATH 121 Social Sciences: ECON 121, PSYC 101 Liberal Studies Electives: BTED/COSC/IFMG 101, ECON 122, MATH 214, no courses with MGMT prefix		54-56
College: Business Administration Core		33
<b>Required Courses:</b>		
ACCT 201 Accounting Principles I	3sh	
ACCT 202 Accounting Principles II	3sh	
BLAW 235 Legal Environment of Business	3sh	
BTST 321 Business and Interpersonal Communications	3sh	
FIN 310 Finance I	3sh	
IFMG 300 InfoSystems: Theory and Practice	3sh	
MGMT 310 Principles of Management	3sh	
MGMT 330 Production and Operations Mgmt	3sh	
MGMT 495 Business Policy	3sh	
MKTG 320 Principles of Marketing	3sh	
QBUS 215 Business Statistics	3sh	
Major: Concentration		27
<b>Industrial Management Concentration</b>		
<b>Required Courses:</b>		
ACCT 300 Managerial Accounting	3sh(1)	
MGMT 300 Human Resource Management	3sh	
MGMT 428 Seminar in Management	3sh	
Controlled Electives: (2)		
One course from list: COSC 110 or IFMG 251	3sh	
Two courses from two areas on list: MGMT 402 or ILR 480, MGMT 401 or 400, ACCT 311	6sh	
Three courses from list or additional elective from above: BLAW 336, ECON 371, ECON 372, ENGL 310 or JRNL 326, FIN 320, MGMT 481, MGMT 490, MGMT 493(3sh max), MKTG 420, QBUS 380, SAFE 101	9sh	
<b>General Management Concentration</b>		
<b>Required Courses:</b>		
ACCT 300 Managerial Accounting	3sh(1)	
MGMT 300 Human Resource Management	3sh	
MGMT 428 Seminar in Management	3sh	
Controlled Electives: (2)		
Two advanced Business electives: 300/400 level courses	6sh(3)	
Two advanced Economic electives: 300/400 level courses	6sh	
Two other advanced electives: 300/400 level courses	6sh	
<b>Entrepreneurship and Small Business Management Concentration required courses:</b>		
ACCT 300 Managerial Accounting	3sh	
MGMT 275 Introduction to Entrepreneurship	3sh	
MGMT325 Small Business Management	3sh	
MGMT 403 Small Business Planning	3sh	
MGMT 492 Small Busnr/Entrepreneurship Internship	6sh	
Major Area Restricted Electives:	9sh	
Other Requirements:		0
Free Electives:		8-10
<b>Total Degree Requirements:</b>		<b>124</b>

(1) ACCT 301 may be substituted.  
 (2) Note prerequisites for controlled electives in planning sequence.  
 (3) Only one MGMT and/or one ACCT course may be included in this

<u>New Program</u>		
<b>Bachelor of Science—Management/Operations Management Track</b>		
Liberal Studies: As outlined in Liberal Studies section with the following specifications: Mathematics: MATH 115 Social Science: ECON121, PSYC 101 Liberal Studies Electives: MATH 214, ECON 122, BTED/COSC/IFMG 101. no courses with MGMT prefix		55-57
College: Business Administration Core		33
ACCT 201 Accounting Principles I	3sh	
ACCT 202 Accounting Principles II	3sh	
BLAW 235 Legal Environment of Business	3sh	
BTST 321 Business and Interpersonal Communications	3sh	
FIN 310 Finance I	3sh	
IFMG 300 Information Systems: Theory and Practice	3sh	
MGMT 310 Principles of Management	3sh	
MGMT 330 Production and Operations Management	3sh	
MGMT 495 Business Policy	3sh	
MKTG 320 Principles of Marketing	3sh	
QBUS 215 Business Statistics	3sh	
Major Required Courses:		15
ACCT 300 Managerial Accounting	3sh	
MGMT 300 Human Resource Management	3sh	
MGMT 334 Quality Management	3sh	
MGMT 437 Operations Management. System	3sh	
MGMT 438 Seminar in Operations Management	3sh	
Controlled Electives:		
One Course from the following:		3
ECON 330 Labor Economics	3sh	
ECON 334 Economics of Corporate Decisions	3sh	
Three courses from the following:		15
ACCT 311 Cost Accounting	3sh	
BTST 342 Intercultural Business Communications	3sh	
IFMG 251 Business Systems Analysis and Design	3sh	
IFMG 350 Business Systems Technology	3sh	
MGMT 311 Human Behavior in Organizations	3sh	
MGMT 400 Compensation Management	3sh	
MGMT 401 Management Development & Training	3sh	
MGMT/MKTG 350 International Business	3sh	
MGMT/MKTG 432 Business and Society	3sh	
MGMT 481 Special Topics in Management	3sh	
MGMT 493 Management Internship	3sh	
MKTG 420 Marketing Management	3sh	
MKTG 434 Marketing Logistics	3sh	
QBUS 380 Introduction to Management Science	3sh	
QBUS 401 Forecasting Methods for Business	3sh	
SAFE 101 Introduction to Occupational Safety	3sh	
Other Requirements:		0
Free Electives: ( 1 )		7-9
( 1 ) Operations Management track majors are required to take a minimum of 50 percent of their degree requirements -- i.e., a minimum of 62 credit hours -- in nonbusiness coursework. The student's first 9 credits of Economics (ECON121, ECON122, and the Economics elective, ECON330 OR ECON334) will be considered "nonbusiness" for purposes of this calculation. Given the foregoing, a minimum of 5 hours of free-electives must be taken in nonbusiness coursework by most Management Department majors.		
<b>Total Degree Requirements:</b>		<b>124</b>

## Part II. 2. b. Discussion of Course changes

The Liberal Studies math requirement for math has been changed from MATH 121 to MATH 115. A new course was developed by the math department and the College of Business to specifically meet the needs of business students.

The change of Liberal Studies section of 54-56 to 55-57. This is not a change but an error in the catalog.

Major required course revisions include the deletion of MGMT 428 and the addition of MGMT 334 , MGMT 437 and MGMT 438 to add more depth of knowledge for operations majors. MGMT 438 is a writing intensive course specifically written for this major and replaces the more general seminar course MGMT 428.

The following courses have been dropped from the controlled electives list:

- COSC 110
- BLAW 336
- ECON 371
- ECON 372
- ENGL 310
- FIN 320
- ILR 480
- JRNL 326
- MGMT 402

The following courses have been added to the controlled elective list:

One course from the following:

- ECON 330
- ECON 334

Three courses from the following:

- BTST 342
- IFMG 251
- IFMG 350
- MGMT 311
- MGMT/MKTG 305
- MGMT/MKTG 432
- MKTG 434
- QBUS 401

The rationale for these changes is that the new controlled electives better fit the needs of our operations students.

## **Part II. 3. Rationale for Change**

The current Industrial Management curriculum was created in 1979 when the old Business Administration major was reorganized across three new departments in the College of Business. This Industrial Management curriculum, a concentration under the Management major, was created out of the then existing Business Administration curriculum. Since then, the curriculum has not been updated. The reasons and justifications for the proposed revisions are the following:

- (1) The College of Business has acquired American Assembly of Collegiate Schools of Business (AACSB) accreditation. The AACSB standards require a mission oriented, up-to-date curriculum. The proposed revision incorporates the contemporary theories and practices in the field. It will help the College maintain accreditation standards in the curriculum area.
- (2) The current Industrial Management curriculum lacks focus and its content is mostly peripheral to the field. As a matter of fact, there are no specialized Operations Management courses in that curriculum. The proposed changes will bring structure and focus to the program.
- (3) 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 out the fact that the current Industrial Management curriculum does not meet the needs of the business world. The need for Industrial Management curriculum revision is pressing because it has not kept pace with the developments in the field. The proposed changes and new courses will bridge this gap.
- (4) Beset by the ever-increasing foreign competition, U.S. organizations are attempting to manage their operations more efficiently. It is imperative that IUP produces Operations Management graduates who can tackle the challenges posed by global competition. Toward that end, the College of Business introduced a course on Productions and Operations Management (MG330) as part of the Business Administration core back in 1990. It must also be added that the Management Department, in the recent past, has successfully recruited faculty with expertise in the Industrial / Operations Management field. We therefore have the faculty resources to support the proposed revised curriculum.

### **Specific Justifications for proposed changes:**

#### **Additions to Required Courses:**

MG334, MG437, MG438

These courses have been specifically designed for the Industrial Management (Operations Management) track. This was based on 1) inputs from our advisory board, 2) benchmarking with programs offered by other universities, and 3) feedback from our alumni.

#### Additions to Electives:

Many of the courses did not exist when the Industrial Management track was last designed in 1979. The following courses are newer and more relevant to the field of Industrial Management (to be known as Operations Management):

AD342, IM260, IM350, MG311, MG/MK350, MG/MK432, MK434, and QB401.

Other courses (namely EC330 and EC334 are more relevant in today's global business environment than EC371 and EC372—the ones being deleted)

#### Deletions from Electives:

At the onset, we want to clarify that Industrial Management is a very small major and we are attempting to strengthen the program by making it more of a cutting edge program. Some of the courses that existed in the menu of elective (since 1979) were included just for being the only choices available at that time. Since we are adding many relevant courses to the list of electives, it is essential we delete some of the less useful courses from the list.

Looking at the past data of student enrolment, it is quite obvious that our students have not been taking the following courses and the deletion of these courses from the list of elective will not affect enrolments in the following courses:

CO 110, EN310, JN 326, LR 480 and MA 410.

In addition, some of the business courses being deleted from the list are not as relevant as the ones being added to the list of electives: BL336, FI 320, MG402 and MG410.

Two economics courses (EC371 and EC372) are being replaced with more appropriate two economics courses--EC330 and EC334 (it will be required that the students take one of these two courses).

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

### **PART III - IMPLEMENTATION**

- (1) The students in the current program will be encouraged, but not required, to shift to the new requirements. Nor does this change delete any of the previously required courses. Many of these students are already taking the new courses and hence will have no problems moving to this new program.
- (2) Two of the new courses (MG334 and MG437) are already being offered as electives (with small enrollments). We expect & hope that enrollment will increase, so that we face moderate sized sections rather than small ones; hence there should be a negligible immediate effect on workload within the Department.
- (3) Other resources (space, equipment, supplies, etc.) are adequate.
- (4) We hope that this more focused program *will* cause enrollments to increase. However, the present program is small and has plenty of room to grow without straining its resources.

**Part IV. Letters of Support are attached.**



**Dr. Joette**

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From: "Dr. Joette" <wisnie@grove.iup.edu>  
To: <glbuter@grove.iup.edu>; "Ibrahim Affaneh" <affaneh@grove.iup.edu>; <ivy@grove.iup.edu>;  
<jbyers@grove.iup.edu>; <rhussel@grove.iup.edu>  
Cc: "Mary Sadler" <msadler@grove.iup.edu>  
Sent: Monday, September 10, 2001 9:22 AM  
To Department Chairpersons,

The management department has revised their curriculum for their operations management track. The following controlled electives will be dropped in their new curriculum. As this is a very small major, we would expect very small drops in your class numbers.

COSC 110

BLAW 336

ECON 371

ECON 372

ENGL 310

FIN 320

IRL 480

JRNL 326

MGMT 402

Thank you,

Joette Wisnieski  
Management dept

9/10/01

**Mary Sadler**

---

From: "Dr. Joette" <wisnie@grove.iup.edu>  
To: <LBBURKY@grove.iup.edu>; <krishnan@grove.iup.edu>  
Cc: "Mary Sadler" <msadler@grove.iup.edu>  
Sent: Monday, September 10, 2001 9:32 AM  
Dear Louise and Krish,

The management dept has revised its operations management track and have added the following controlled electives to its programs. this major is quite small and we would anticipate only a very small increase in your numbers.

ECON 330

ECON 334

IFMG 260

IFMG 350

MGMT 311

MGMT/MKTG 350

MGMT/MKTG 432

MKTG 434

QBUS 401

**Dr. Joette**

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From: "Dr. Joette" <wisnie@grove.iup.edu>  
To: <karatjas@grove.iup.edu>  
Cc: "Mary Sadler"  
Sent: Monday, September 10, 2001 10:06 AM  
Dear Dr. Karatajas,

The management dept has revised their operations management track curriculum. several economics courses were dropped as control electives and several new ones were added. This track has very small numbers and we believe this will have minimal impact on your course enrollments.

Courses dropped: ECON 371 & 372  
Courses added: ECON 330 & 334

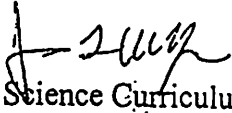
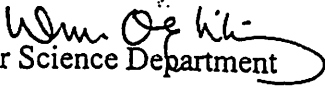
thank you,

joette wisnieski

9/10/01

18 February 1999

To: Ramesh Soni  
Management Department

From: Jim Wolfe   
Chair Computer Science Curriculum Committee  
Bill Oblitey   
Chair Computer Science Department

Subject: Revision of Management Program

We write to support the proposed revision of the Operations Management track of the Bachelor of Science in Management program. We agree that the removal of CO 110 as an elective course makes sense for your majors - we have noticed also that Management majors rarely take CO 110 as an elective. Thus, the net load effect of excluding this course from the elective list will be nearly zero for our department.

We would like to suggest that you consider including other more appropriate computer-related courses in your program. We would expect that a typical graduate in the Operations Management track would often be expected to deal with computers as a user. Courses that might be appropriate would include BE/CO/IM 201, OS 301 (recently revised), and OS 402 (newly proposed).

Good luck with your revision.



**Ramesh Soni**

**From:** MUKASA@grove.iup.edu  
**Sent:** Wednesday, February 24, 1999 10:57 AM  
**To:** rgsoni@grove.iup.edu  
**Cc:** RANDYJ@grove.iup.edu; RHRUSSEL@grove.iup.edu; BKBH@grove.iup.edu;  
PHEILMAN@grove.iup.edu  
**Subject:** Re: Second Request

Ramesh: The journalism department has no objection to your dropping JN326 from your list of electives.

I am, however, not sure I can or should write a support letter for your program since our department no longer contributes any courses in your free electives.

We, nevertheless, wish you the best.

Stanford G. Mukasa

Internet: [MUKASA@GROVE.IUP.EDU]

URL: <http://www.iup.edu/~mukasa/mukasa.html>

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**Ramesh Soni**

**From:** Wayne Moore, Office Systems and Business Education [moore@grove.iup.edu]  
**Sent:** Friday, February 05, 1999 7:22 AM  
**To:** Ramesh Soni  
**Subject:** Re: support letter

Ramesh—

As stated at the Eberly College of Business Curriculum Meeting we support the revisions to the industrial management major. In addition, we support the inclusion of the AD342 Intercultural Business Communication in your list of electives. The faculty of the Technology Support and Training Department feel that this course is an excellent addition to your program.

Wayne Moore

Chair

Technology Support and Training

**Ramesh Soni**

**From:** Krish S Krishnan [krishnan@grove.iup.edu]  
**Sent:** Thursday, February 04, 1999 12:48 PM  
**To:** Ramesh Soni  
**Subject:** RE: support letter for changes in Industrial Management Track

I am assuming that the courses MG/MK350, MG/MK 432 and MK434 will be added to the list of controlled electives. The ~~Marketing Department~~ has no objections to this and we will be able to accommodate students from the Industrial Management concentration.

Krish S Krishnan, Ph.D.  
Chairperson/Professor of Marketing & Director MBA Program  
402 Eberly College of Business  
Indiana University of Pennsylvania, Indiana PA 15705  
Ph: 724-357-2522 or in PA 1-800-487-4746  
Fax: 724-357-6232 E-Mail: [krishnan@grove.iup.edu](mailto:krishnan@grove.iup.edu)  
Home Ph: 724-463-1416 Mobile Ph: 724-388-2998



**Ramesh Soni**

**From:** DMCCLURE@grove.iup.edu  
**Sent:** Thursday, February 25, 1999 1:34 PM  
**To:** RGSONI@grove.iup.edu  
**Cc:** ME@grove.iup.edu  
**Subject:** Support of program revision

Dear Dr. Soni:

The English Department supports your department's proposal to drop EN 310 Public Speaking from the list of elective options in the Industrial Management track of your program. We have had difficulty staffing multiple sections of our course and have cut down the number offered, but seats will still be available should you wish to encourage students who need to develop their presentation skills to take it as a free elective. It will remain a course open to anyone without restriction by major.

Donald McClure, Ph. D.  
Chair, English Department

September 28, 2001

To whom it may concern:

At the request of the faculty of the College of Business, the Mathematics Department developed the course MATH 115 Applied Mathematics for Business. This course was offered under the Special Topics number MATH 281 during the 2000-2001 academic year, and was approved by the IUP Senate, and subsequently the Council of Trustees, in the spring of 2001.

The understanding reached between the Mathematics Department and the College of Business was that students in programs requiring MATH 121 would be required to take MATH 115 instead. This change requires no additional resources for the Mathematics Department. During the semesters MATH 115 was offered under the special topics number, we decreased the number of sections of MATH 121 that we put on the schedule by the number of sections of MATH 281 that we added to the schedule to accommodate the College of Business students. Based on this experience, we are confident we can staff both MATH 121 and MATH 115 without additional faculty complement.

The faculty of the Mathematics Department supports proposals from departments in the College of Business aimed at formalizing the curriculum change from MATH 121 to MATH 115. Please contact me if you have any questions.

Sincerely,

Gerald Buriok, Chairman  
Mathematics Department

**Ramesh Soni**

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**From:** Nicholas Karatjas [karatjas@iup.edu]  
**Sent:** Tuesday, April 16, 2002 1:09 PM  
**To:** rgsoni@iup.edu  
**Subject:** Re: MATH 115

We treat MATH 115 as an equivalent for MATH 121 and is an acceptable prerequisite for ECON 334.

Nicholas Karatjas

At 09:26 AM 4/16/2002 -0400, you wrote:

Hi Nick:

We are undertaking a program revision of the Operations Management track (currently in the Senate Curriculum Committee). One of the courses, ECON 334, is causing a problem. The course requires MATH 121 as prerequisites.

Recently, MATH 115 was developed specifically for the Business students replacing MATH 121. We need a note from you (an e-mail is fine) stating that MATH 115 will be considered equivalent to MATH 121 for ECON 334 prerequisite.

A quick (very quick) response will be truly appreciated. Thanks.

Ramesh Soni, Ph.D.

Professor, Department of Management

Indiana University of Pennsylvania

Indiana, PA 15705

Phone 724 357 7786

Fax 724 357 5743

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4/16/2002