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LIBERAL STUDIES

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Number: 97-61
Submission Date: App 4/16/02
Action-Date: Senate App 5/7/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. Steve Osborne Phone X 2535
Department Management

II. 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

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PROGRAM: _____ Major _____ Minor _____ Track

_____ New Program* _____
Program Name

Program Revision* General Management Concentration
Program Name

_____ Program Deletion* _____
Program Name

_____ Title Change _____
Old Program Name
New Program Name

III. Approvals (signatures and date)

Steve Osborne
Department Curriculum Committee

Tom Falone
Department Chair

Maria Suley
College Curriculum Committee

Rod Clary
College Dean

M. Slus
Provost (where applicable)

+Director of Liberal Studies (where applicable)

*Provost (where applicable)

Old Catalog Description

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.

Old Program
Bachelor of Science - Management

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

College: Business Administration Core **33**

Required Courses:

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**

Industrial Management Concentration

Required Courses:

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**

General Management Concentration

Required Courses:

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**

Entrepreneurship and Small Business Management Concentration
required courses:

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 Busn/Entrepreneurship Internship	6sh
Major Area Restricted Electives:		9sh

Other Requirements: **0**

Free Electives: **8-10**

Total Degree Requirements: **124**

- (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 category.

New Program

Bachelor of Science – Management/General Management Track

Liberal Studies: As outlined in Liberal Studies section **55-57**
 with the following specifications:
Mathematics: MATH 115
Social Science: ECON 121, PSYC101
Liberal Studies Electives: BTED/COSC/IFMG 101,
 ECON 122, MATH 214, no courses with MGMT
 prefix

College: Business Administration Core **33**

Required Courses:

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 Mgmt.	3sh
MGMT 495	Business Policy	3sh
MKTG 320	Principles of Marketing	3sh
QBUS 215	Business Statistics	3sh

Major : Management – General Mgmt. Track **21**

Required Courses:

ECON xxx	Any advanced (300/400) economics course	3sh
MGMT 300	Human Resource Management	3sh
MGMT 311	Human Behavior in Organizations	3sh
MGMT 351	International Management	3sh
MGMT 428	Seminar in Management	3sh
MGMT/MKTG 432	Business and Society	3sh
MGMT/ACCT	Any one Management (MGMT prefix) course, or ACCT 300 Managerial Accounting	3sh

Controlled Electives : (1)

Students must select two advanced business electives
 300 level courses or above. No more than 3 sh of
 MGMT 493—Management Internship may be used
 to meet this requirement.

Other Requirements : **0**

Free Electives : (2) **7-9**

(1)MGMT 275—Introduction to Entrepreneurship will
 be considered an advanced business elective.

(2)General 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 (ECON 121, ECON 122, and
 the Advanced Economics Elective) 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 course-work
 by most Management Department majors.

Total Degree Requirements: **124**

*Do not
 build*



Part II. 2. b. Discussion of Course changes

The Liberal Studies Math requirement 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.

Advanced Economics required electives has been changed from a 6 credit requirement to 3 credit requirement. This change better accommodates the needs of the Management students.

ACCT 300 requirement has been removed as a required course. The Accounting department has recently revised ACCT 201 and 202. These two courses meet the needs of the majority of our majors. Students wishing may still select ACCT 300 as an elective.

Part II. 3. Rationale for Change

The current General Management curriculum was created in 1979 when the old Business Administration major was reorganized across three new departments in the College of Business. . 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 curriculum lacks focus and its content is mostly peripheral to the field. As a matter of fact, there are few required 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 General Management curriculum does not meet the needs of the business world. The need for Management curriculum revision is pressing because it has not kept pace with the developments in the field. The proposed changes will bridge this gap.

PART III - IMPLEMENTATION

- a. Students already admitted to the degree program will not be affected by the changes
- b. Faculty teaching loads will not change. Additional complement should not be necessary.
- c. Current resources are adequate.
- d. We expect no change in the number of students.

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

*Make sure Economics
knows about this*

September 28, 2001

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Sincerely,

Gerald Buriok, Chairman
Mathematics Department