

# The University Senate of Michigan Technological University

## **Proposal 10-09**

(Voting Units: Academic)

### **A Proposal for a Name Change in an Academic Program from “B. S. in Business Administration with a Concentration in Management” to “B. S. in Management”**

#### **1. Program Description**

The proposed Management B.S. degree to be offered by the School of Business and Economics (SBE) is a spin-off of the current Bachelor of Science Degree in Business Administration (BSBA) with a Management *concentration*. The proposal is to award a B.S. with a *major* in Management. The BSBA was initiated at Michigan Technological University on February 25, 1955. Graduates are prepared for careers in industry, consulting, nonprofit management, or government. The BSBA currently offers concentrations in six areas: Accounting, Finance, Management, Marketing, Management Information Systems and Operations and Systems Management. All students in the BSBA program take a common set of core courses. The curriculum develops strong quantitative and analytical skills which prepare students for the constantly changing demands of a technology-oriented society, as well as the teamwork, leadership and planning skills needed to excel in organizations. The curriculum offers a strong foundation in science, mathematics, humanities, social sciences, and computer science during the first two years, a comprehensive common core of business and economics courses during the third year, and a focused concentration in a field of business during the fourth year.

#### **2. Rationale**

SBE graduates are currently labeled and marketed as having a degree (B.S.) with a major in business administration (BA), hence the BSBA degree. Thus, many of the SBE students who have a Management concentration are unlikely to capture the attention of prospective employers. Having a B. S. degree with a major in Management adds credibility and recognition to the B. S. degree and is consistent with other Michigan universities (Related Programs). We anticipate that having a Management major will increase job placement rates at graduation.

#### **3. Related Programs**

Central Michigan University: General Management Major

Eastern Michigan University: Management Major

Ferris State University: BS Management Program

Grand Valley State: BBA Management Major (“focus” on Management Information Systems, “focus” on Operations Management)

Michigan State University: General Management Major

Northern Michigan University: Management Major

Oakland University: General Management

Saginaw Valley State University: BBA Management Major

Saginaw Valley State University: BBA Industrial Management Major

University of Michigan- Ann Arbor: BBA Management and Organizations Concentration

University of Michigan- Dearborn: BBA Management Concentration

Wayne State University: BBA Management Major

Western Michigan University: Management Major

#### **4. Projected Enrollment**

Currently, we have 60 students seeking a management concentration. Adopting a Management major should increase this number due to higher job placement rates.

#### **5. Scheduling Plans**

The Management B.S. will be a regular on-campus program offering.

#### **6. Curriculum Design**

The Management B.S. retains the curriculum design currently in place for the BSBA with an Management concentration. Two GPAs will be calculated: a cumulative (overall) GPA and a School GPA consisting solely of Business Administration (BA) and Economics (EC) courses.

##### *Required CORE Courses*

BA 1100	Introduction to Business	3
BA 1200	IS/IT Fundamentals	3
BA 2110	Quantitative Problem Solving	3
BA 2330	Accounting 1	3
BA 2340	Accounting 2	3
BA 2500	Business Law	3
BA 2700	Business Problem Solving	3
BA 3200	IS/IT Management	3
BA 3400	Principles of Finance	3
BA 3610	Operations Management	3
BA 3700	Organizational Behavior	3
BA 3800	Principles of Marketing	3
BA 4700	Strategic Management	3
EC 2001	Principles of Economics	3
EC 3300	Industrial Organization	3
	<b>Credit Total</b>	<b>45</b>

##### *Required Courses within major*

BA 3620	Project Management	3
BA 4600	Mgmt of Technology & Innovation	3
BA 4750	Managing Change in Organizations	3
BA 4770	Human Resource Management	3
	<b>Credit Total</b>	12

*Electives within major (choose 4)*

BA 3580	Legal Environment of Business	3
BA 3710	Leadership Development	3
BA 3780	Entrepreneurship	3
BA 3900	Business Internship	1 - 4

or

BA 4950	CenTILE Project	1 - 6
BA 4710	International Management	3
BA 4740	Special Topics in Management	3
BA 4790	Ecological Sustainability and Organizations	3
BA 4800	Business Research	3
BA 4840	Industrial Marketing	3
BA 4870	Advertising/Sales Promotion	3
BA 4880	Sales and Sales Management	3
EC 3700	Labor/Human Resource Economics	3
	<b>Credit Total</b>	12

*Communicating and Social Science Electives (choose 4)*

HU 3120	Scientific and Technical Communication	3
HU 3820	Communication and Culture	3
PSY 2000	Introduction to Psychology	3
PSY 2200	Behavior Modification	3
PSY 3070	Cross-Cultural Psychology	3
PSY 4010	Cognitive Psychology	3
SS 3620	International Environmental Technology Policy	3
SS 3650	Intellectual Property Law	3
SS 3720	Social Psychology	3

SS 4510	Sustainable Futures I	3
	<b>Credit Total</b>	<b>12</b>

*Mathematics requirements*

(MA 1030, College Algebra I and MA 1031 College Algebra II with Trig, or MA 1032 Data, Functions, & Graphs Plus)		4-6
and (MA 1135, Calculus for Life Sciences or MA 1160 Calculus with Technology I)		4
and MA 2720	Statistical Methods	4
	<b>Credit Total</b>	<b>12-14</b>

*Lab Science Requirement*

BL / Biology , CH / Chemistry , FW / Forestry, GE / Geology , PH / Physics		
	<b>Credit Total</b>	<b>3-4</b>

*General education requirements*

UN 1001	Perspectives	3
UN 1002	World Cultures	4
UN 2001	Revisions	3
UN 2002	Institutions	3
EC 3100	International Economics	3
Humanities, Arts and Social Science Courses		12
	<b>Credit Total</b>	<b>28</b>

*Free Electives* 1-8

**Total credits** required 128.

**7. New Course Descriptions**

No new courses are being submitted as part of the proposed change.

**8. Library and other Learning Resources**

The support of the J. R. Van Pelt and John and Ruanne Opie Library is currently sufficient.

**9. Computing Access Fee:**

A basic computing access fee is paid by all SBE students and will continue under this major.

## **10. Faculty Resumes**

School of Business and Economics faculty resumes are found at <http://www.sbe.mtu.edu/cv/>

## **11. Available Needed Equipment**

All equipment required exists within the SBE labs and classrooms.

## **12. Program Costs**

No new costs are expected because the proposed change is a spin-off of an existing degree.

## **13. Space**

No new labs, classrooms or faculty space is required.

## **14. Policies, Regulations and Rules**

None are required.

## **15. Accreditation Requirements**

The BSBA is accredited by AACSB International. The process and criteria for maintaining accreditation is unaffected by the proposed change. The Management, B. S. will be automatically accredited and subjected to periodic review by AACSB.

## **16. Internal Status of Proposal**

Faculty School of Business and Economics,	date approved 3/20/2009
Dean School of Business and Economics,	date approved 3/20/2009
Provost,	date approved
University support units	date approved
University senate,	date approved
Academic Affairs Officers,	date approved
Board of Control	date approved

## **17. Planned Implementation date**

Fall semester 2009.

**Introduced to Senate: 01 April 2009**

**Adopted by Senate: 15 April 2009**

**Approved by Administration: 22 April 2009**

**Approved by BOC: 16 July 2009**