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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Melodie Philhours 11/4/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 11/4/2021 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Jim Washam 11/5/2021 **College Dean** | Alan Utter 11/29/2021  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Dr. Matthew Hill, [mdhill@astate.edu](mailto:mdhill@astate.edu), 870-972-3960

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Summer 2022

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **MBA** |
| **Number\*** |  | **5003** |
| **Title** |  | Graduate Business Fundamentals |
| **Description\*\*** |  | Covers the essentials of core business functions with an emphasis on integrating applied business statistics, economics, financial accounting and corporate finance. This course ensures that students have the required business acumen to succeed in the graduate business core. |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

**Yes / No** Are there any prerequisites? No

* 1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. **Yes / No** Is this course restricted to a specific major? No
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Enter text...

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Face-to-face lecture and asynchronous online formats.

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

1. **Yes / No** Is this course dual-listed (undergraduate/graduate)? No
2. **Yes / No** Is this course cross-listed? No

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. **Yes / No** Is this course in support of a new program? Yes.

a. If yes, what program? Master of Science in Applied Digital Technology

1. **Yes / No** Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)? No

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

MBA 5003 is a 3 credit hour course

*Foundations of Business, 6th Edition, by Pride, Hughes, and Kapoor*

**Week 1**

Introduction to Graduate Business Fundamentals: Ethics and Social Responsibility in Business (Chapter 2) and Global Business (Chapter 2)

**Week 2**

Exploring the World of Business and Economics (Chapter 1)

**Week 3**

Discussion of mini-lectures on economic principles

Economics assignments and case

**Week 4**

Applied Business Statistics Using Excel (outside of textbook supplementary material)

**Week 5**

Discussion of mini-lectures on business statistics

Business statistics assignments and case

**Week 6**

Exam over Economics and Business Statistics

**Week 7**

Using Management and Accounting Information (Chapter 15)

**Week 8**

Discussion of mini-lectures on financial accounting

Financial accounting assignments and case

**Week 9**

Mastering Financial Management (Chapter 16)

**Week 10**

Discussion of mini-lectures on financial management

Financial management assignments and case

**Week 11**

Exam over financial accounting and financial management

**Week 12**

Discussion on integrating economics, business statistics, financial accounting, and financial management

Assign core business area integration project

**Week 13**

Review core concepts of informational technology, cyber-security, organizational behavior, marketing, supply chain management (Chapters 6-14)

Review progress on core business area integration project

**Week 14**

Continued, Review core concepts of informational technology, cyber-security, organizational behavior, marketing, supply chain management (Chapters 6-14)

Review progress on core business area integration project

**Week 15**

Presentations and course wrap-up

1. **Proposed special features** **[Modification requested? Yes/No]**

None

1. **Department staffing and classroom/lab resources**

None

1. Will this require additional faculty, supplies, etc.?

No.

1. **Yes / No** Does this course require course fees? No

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Enter text...

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course will be offered to support the revised MBA (face-to-face and online) and the planned Masters in Science Applied Digital Technology degrees. Upon completing this course students will be able to use and discuss the essential principles of economics, business statistics, financial accounting, and corporate finance. This course replaces the MBA survey courses that were required in the past.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

This course is essential to the revised MBA degree and the forthcoming Master in Science in Applied Digital Technology. The course will uniquely position individuals for success in both degree programs.

c. Student population served.

Students seeking the MBA or MS in Applied Digital Technology.

d. Rationale for the level of the course (lower, upper, or graduate).

The topics and examples used in the course are at the managerial level.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Students will master the skills and competencies associated with graduate business fundamental concepts. This PLO is aligned with the learning outcomes for our MBA Program as well as the forthcoming MS in Applied Digital Technology.

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #19)** | Apply quantitative and qualitative knowledge to solve problems and make decisions. |
| Assessment Measure | Direct: Exam question that asks to student to solve for a value, interpret the value, and demonstrate an ability to turn the value into actionable business intelligence. Indirect: Exit student surveys |
| Assessment  Timetable | Assessment occurs each time the course is taught. |
| Who is responsible for assessing and reporting on the results? | Faculty teaching the course, Director of Assessment and Director of Graduate Programs |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Students will summarize the fundamental issues, concepts, tools, and techniques pertinent to economics, business statistics, financial accounting and corporate finance. |
| Which learning activities are responsible for this outcome? | Discussions, extensive readings (textbook and online materials), and applied exercises. |
| Assessment Measure | Direct: Quizzes, assignments and exams. Indirect: Student evaluations |

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| **Outcome 2** | Students will identify how these core principles influence firm profitability and interact with the firm’s strategic objectives. |
| Which learning activities are responsible for this outcome? | Discussions, extensive readings (textbook and online materials), and applied exercises. |
| Assessment Measure | Direct: Cases, projects and exams. Indirect: Student evaluations |

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| **Outcome 3** | Students will apply these core principles by using five years of annual financial data for a publicly-traded firm to make financial projections that aid in corporate financial planning and analysis. |
| Which learning activities are responsible for this outcome? | Virtual discussions, extensive readings (textbook and online materials), and applied exercises. |
| Assessment Measure | Direct: Cases, project and exams. Indirect: Student evaluations |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

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**Master of Business Administration (MBA)**

**MBA 5003.** Covers the essentials of core business functions with an emphasis on integrating applied business statistics, economics, financial accounting and corporate finance. This course ensures that students have the required business acumen to succeed in the graduate business core.

**MBA 500V. Survey of Accounting** Concepts of Accounting for non-business majors pur­suing graduate degrees in business. Intensive outside readings and assignments are required.

**MBA 501V. Survey of Finance** Concepts of Finance for non-business majors pursuing grad­uate degrees in business. Intensive outside readings and assignments are required. Prerequisite, ACCT 2133 or MBA 500V.

**MBA 502V. Survey of Microeconomics** Concepts of Microeconomics for non-business majors pursuing graduate degrees in business. Intensive outside readings and assignments are required.