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| For Academic Affairs and Research Use Only | |
| Proposal Number | BU07 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [x ]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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| H. Steve Leslie 3/10/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Bill Hu 3/10/2022 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| John Robertson 3/14/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Jim Washam 3/25/2022 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Patricia Quinn Johnston, pqrobertson@gmail.com, 870-972-2300

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

Fall 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** | **MGMT** | **N/A** |
| **Number\*** | **4813** | **N/A** |
| **Title**  (include a short title that’s 30 characters or fewer) | **Strategic Management** | **N/A** |
| **Description\*\*** | Designed to give students the opportunity to study administrative processes under conditions of uncertainty including an integrating analysis applied to all fields of business. Special emphasis is given to policy determination at the overall management level. Prerequisite, Senior standing, last semester, and completion of all other College of Business core requirements. Fall, Spring, Summer. | **N/A\*\*\***  **\*\*\*No change in course description. Only changing the prerequisites,** |

***\**** 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 (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes**

(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).

1. **Yes** Are there any prerequisites?
   1. If yes, which ones?

ECON 2313 and 2323, completion of all other College of Business core requirements, senior standing, and last semester.

* 1. Why or why not?

These prerequisites are needed for students to succeed in the course.

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

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

Fall

1. **Proposed course type [Modification requested? 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.

No change

1. **Proposed grade type [Modification requested? No**

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

Standard letter- No change.

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

*(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.

N/A

**b.** –Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

N/A

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

a. If yes, what program?

N/A

1. 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)?

a. If yes, which course?

N/A

**Course Details**

1. **Proposed outline** **[Modification requested? No**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

No change

1. **Proposed special features** **[Modification requested? No**

(e.g. labs, exhibits, site visitations, etc.)

No change

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

No change

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

No

1. No change Does this course require course fees?

*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)

Revised list of prerequisites are necessary for student success in the course. ECON 2313 and 2323 are both General Education courses that are required General Education courses for Business majors, but are not in the Business core. Students need ECON 2313 and 2323 in addition to the courses in the Business Core to succeed in this MGMT 4813 class. Academic advisors advise Business majors to complete ECON 2313 and 2323 early in their academic career, so this requirement should not cause delays in graduation. These ECON 2313 and 2323 courses are prerequisites for some other courses in the Neil Griffin College of Business, and requirement for completion of the sophomore level courses ECON 2313 AND 2323 prior to MGMT 4813 should not cause delays in graduation

**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)

N/A

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.

N/A

c. Student population served.

N/A

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

N/A

**Assessment**

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

1. 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?

Enter text...

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)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

*(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** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**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.** |

**See attached.**

BEFORE:

**MGMT 429V. Special Problems in Management** Individual problems in management arranged in consultation with the instructor. Must be approved by department chair. Fall, Spring, Summer.

**MGMT 4393. Management of Service Operations** Examines issues essential to the success of a service oriented operation. Topics include, classification of services, service design and process selection, service, delivery system, capacity analysis, location, layout, automation, quality control, and scheduling. Heavy emphasis placed on case studies and analysis of real world scenarios. Irregular.

**MGMT 4813. Strategic Management**  Designed to give students the opportunity to study administrative processes under conditions of uncertainty including an integrating analysis applied to all fields of business. Special emphasis is given to policy determination at the overall management level. Prerequisite, Senior standing, last semester, and completion of all other College of Business core requirements. Fall, Spring, Summer.

**Marketing (MKTG)**

**MKTG 1013. Introduction to Business**  Basic concepts and major functions of business, and information to help students become better consumers. Recommended for non-business majors and College of Business freshmen or sophomores. Special course fees may apply. Fall, Spring, Irregular.

**MKTG 3013. Marketing**  Business activities performed which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish company objectives. Special course fees may apply. Fall, Spring, Summer.

**MKTG 3023. Business Research Tools** Statistical analysis and critical thinking to improve business strategies and decisions. Special course fees may apply. Prerequisites, ECON 2113 or STAT 3233 and BCOM 2563. Fall, Spring.

**MKTG 3033. Strategic Marketing Communications** The study of how marketing communication, including digital media and advertising, works to build a firm’s strategic advantage. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Summer.

**MKTG 3043. Retailing** Evaluation of the many elements in the dynamic retail field and a discussion of the responses of retailing institutions, including management policies and operating methods. Special course fees may apply. Prerequisite, MKTG 3013. Irregular.

**MKTG 3093.** Professional Selling Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring.

**MKTG 3173**. Category Management Category management concepts of the business retail model including identifying target consumers and markets, developing and implementing merchandising plans, interacting with the supply chain, and evaluating financial implications of decisions made at the corporate, distribution and store level. Fall.

**MKTG 3193**. Sales Planning and Management A study of methods and procedures involved in planning, managing and executing sales goals and understanding the procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force using case and experiential learning methods. Prerequisite, MKTG 3093. Spring, Summer.

**MKTG 4023**. Services Marketing  Application of marketing to service industries, with emphasis on the unique nature of services marketing when developing marketing strategies. Special course fees may apply. Prerequisite MKTG 3013.

The bulletin can be accessed at <https://www.astate.edu/a/registrar/students/bulletins/>

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