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

**Program Modification Form**

**[X ] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| --- |
| **Modification Type: [ ]Admissions, [X ]Curricular Sequence, or [ ]Other**  |

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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| Melodie Philhours | 10/26/2020 |

**Department Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**COPE Chair (if applicable)** |
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| Sharon D. James | 10/26/2020 |

**Department Chair**  |

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**Head of Unit (if applicable)**   |
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| Melodie Philhours | 10/28/2020 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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**Director of Assessment** *(only for changes impacting assessment)* |

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**Graduate Curriculum Committee Chair** |
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| Melody Lo | 10/28/2020 |

**College Dean** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Vice Chancellor for Academic Affairs** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (if applicable)**   |  |

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

Dr. Sharon James, sjames@astate.edu, 870-972-3430

1. **Proposed Change** (for undergraduate curricular changes please provide an 8-semester plan (appendix A), if applicable)

The Management major requires a new sequence of courses that updates the curriculum and flexibility of the program to be completed over the 8-semester degree plan.

1. **Effective Date**

Fall 2021

1. **Justification –** *Please provide details as to why this change is necessary.*

The changes provided in the bulletin and the 8-semester plan are due to the following

A. College of Business modification of core courses reduce the need for placing MKTG 3023, Applied Research and MGMT 4163, Small Business Management as part of the major course requirement. Updates are needed for adapting major courses to properly fit with the Neil Griffin College of Business’ new strategic plan.

B. Place MGMT 3183, Entrepreneurship and MKTG 4223, Marketing Management as part of the required courses and move MKTG 3023, Applied Research and MGMT 4163, Small Business Management to the Take 2 course option. These modifications reflect ongoing changes in the job market and employers’ expectations about skills and cumulative learning by students graduating with the major. In addition, the course changes increase flexibility for online course delivery that can capture student enrollment in distant sites such as ASU-Beebe and ASU-Mountain Home.

C. Reduce the terminology ambiguity in terms of Major Requirements and Emphasis area (General Management); thus the new organization places the Major required courses in sequence of course numbers and pre-requisites.

D. Streamline the courses to offer in the Take-2 course option. This change helps to focus students on elective courses that are most relevant for the management major. Moreover, streamlining the elective options reduces students’ confusion regarding which courses they should consider for the management major.

**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.**  |

Before page 139

Department of Management and Marketing

Associate Professor Karen McDaniel, Chair

Professors: Bevill, Frey, Hester, Hudson, Hunt, Mello, Nonis, Roe

Associate Professors: Chang, James, McDaniel, Philhours

Assistant Professors: Hill, Schloemer

Instructors: Leslie, Vogus

The Department of Management and Marketing offers a curriculum designed to provide professional training as well as to develop the competence of students seeking careers within business enterprises. Business executives have taken on increasing responsibilities during recent years due to a growing realization that the employees of their firms and the markets they serve have become more complex and demanding. The five majors within the department offer positive programs of learning designed to contribute to the students’ advancement in the business world.

MANAGEMENT PROGRAM:

Management is getting work done through other people. Managers perform a wide range of workplace activities, from establishing organization goals and ensuring progress towards those goals to organizing when and how activities and resources should be grouped together. Managers are asked to solve challenging workplace problems, often with limited human and financial resources. The Management major prepares students to design rewards for improved performance, set goals that motivate workers, and build an environment to create and sustain a competitive advantage. Elective concentration may be chosen in Human Resource Management, Hospitality Management or International Business.

MARKETING PROGRAM:

The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose requires the creation, communication and delivery of a product, service or idea so that exchange can take place. The major in marketing prepares students to plan and implement successful marketing strategies across a variety of industries. Elective concentration may be chosen in Marketing Analytics, Sales, Logistics, and International Business. A Certificate in Marketing Analytics is available for students in any major program as well as non-degree seeking students.

INTERNATIONAL BUSINESS PROGRAM:

In today’s global marketplace, all business is international! The major in International Business prepares students for managerial careers in this global market. It is interdisciplinary in nature and emphasizes the development of language skills and an understanding of the sociocultural, political, managerial, marketing and economic processes in an international environment.

Before page 142

Major in Management

**Bachelor of Science**

A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

|  |
| --- |
| University Requirements:  |
| See University General Requirements for Baccalaureate degrees (p. 42) *(For Neil Griffin College of Business requirements, see p. 125)*  |
| **First Year Making Connections Course:**  | Sem. Hrs.  |
| BUSN 1003, First Year Experience Business  | 3  |
| **General Education Requirements:**  | Sem. Hrs.  |
| See General Education Curriculum for Baccalaureate degrees (p. 78) Students with this major must take the following: *A “C” or better in MATH 2143, Business Calculus OR* *MATH 2194, Survey of Calculus OR* *MATH 2204, Calculus I* *ECON 2313, Principles of Macroeconomics* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | 35  |
| **Neil Griffin College of Business Core Courses:**  | Sem. Hrs.  |
| (See Beginning of Business Section)  | 39  |
| **Major Requirements:**  | Sem. Hrs.  |
| MGMT 3143, Human Resource Management  | 3  |
| MGMT 4123, International Management  | 3  |
| MKTG 3023, Applied Research  | 3  |
| Sub-total  | 9  |
| **Emphasis Area (General Management):**  | Sem. Hrs.  |
| MGMT 3153, Organizational Behavior  | 3  |
| MGMT 3613, Leadership  | 3  |
| MGMT 4163, Small Business Management  | 3  |
| Select two of the following: ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial Communication MGMT 3163, Labor Relations and Collective Bargaining OR MGMT 4173, Compensation Management MGMT 3183, Entrepreneurship MGMT 3193, Social Impact Management MGMT 4143, Organizational Change and Development MGMT 4183, Family Business Management MGMT 419V, Management Internship MGMT 4393, Management of Service Operations OR MKTG 4023, Services Marketing  | 6  |
| Sub-total  | 15  |
| **Electives:**  | Sem. Hrs.  |
| Electives (must include at least 3 upper-level hours)  | 19  |
| **Total Required Hours:**  | **120** |

After page 139

Department of Management and Marketing

Associate Professor Sharon D. James, Chair

Professors: Bevill, Frey, Hester, Hudson, Mello, Nonis, Roe

Associate Professors: Chang, James, McDaniel, Philhours

Assistant Professors: Hill, Schloemer, Zare

Instructors: Balado, Leslie, Vogus

The Department of Management and Marketing offers a curriculum designed to provide professional training as well as to develop the competence of students seeking careers within business enterprises. Business executives have taken on increasing responsibilities during recent years due to a growing realization that the employees of their firms and the markets they serve have become more complex and demanding. The seven majors within the department offer positive programs of learning designed to contribute to the students’ advancement in the business world.

MANAGEMENT PROGRAM:

Management is getting work done through other people. Managers perform a wide range of workplace activities, from establishing organization goals and ensuring progress towards those goals to organizing when and how activities and resources should be grouped together. Managers are asked to solve challenging workplace problems, often with limited human and financial resources. The Management major prepares students to design rewards for improved performance, set goals that motivate workers, and build an environment to create and sustain a competitive advantage. Elective concentration may be chosen in Human Resource Management~~,~~ and Hospitality Management ~~or International Business~~. A Certificate in Entrepreneurship is available for students in any major program as well as non-degree seeking students.

MARKETING PROGRAM:

The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose requires the creation, communication and delivery of a product, service or idea so that exchange can take place. The major in marketing prepares students to plan and implement successful marketing strategies across a variety of industries. Elective concentration may be chosen in ~~Marketing Analytics,~~ Sales Leadership~~, Logistics, and International Business~~. A Certificate in Marketing Analytics is available for students in any major program as well as non-degree seeking students.

INTERNATIONAL BUSINESS PROGRAM:

In today’s global marketplace, all business is international! The major in International Business prepares students for managerial careers in this global market. It is interdisciplinary in nature and emphasizes the development of language skills and an understanding of the sociocultural, political, managerial, marketing and economic processes in an international environment.

After page 142

Major in Management

**Bachelor of Science**

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|  |
| --- |
| University Requirements:  |
| See University General Requirements for Baccalaureate degrees (p. 42) *(For Neil Griffin College of Business requirements, see p. 125)*  |
| **First Year Making Connections Course:**  | Sem. Hrs.  |
| BUSN 1003, First Year Experience Business  | 3 |
| **General Education Requirements:**  | Sem. Hrs.  |
| See General Education Curriculum for Baccalaureate degrees (p. 78) Students with this major must take the following: *A “C” or better in MATH 2143, Business Calculus OR* *MATH 2194, Survey of Calculus OR* *MATH 2204, Calculus I* *ECON 2313, Principles of Macroeconomics* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | 35  |
| **Neil Griffin College of Business Core Courses:**  | Sem. Hrs.  |
| (See Beginning of Business Section)  | 39  |
| **Major Requirements:**  | Sem. Hrs.  |
| MGMT 3143, Human Resource Management | 3  |
| MGMT 3153, Organizational Behavior | 3  |
| MGMT 4123, International Management | 3  |
| Additional Requirements: |  |
| MGMT 3183, Entrepreneurship | 3  |
| MGMT 3193, Social Impact Management | 3  |
| MGMT 3613, Leadership | 3  |
| Select three of the following: MGMT 4143, Organizational Change and Development MGMT 4163, Small Business ManagementMGMT 4183, Family Business Management MGMT 419V, Management Internship MKTG 3023, Business Research ToolsMKTG 4223, Marketing Management | 9 |
| Sub-total  | 27  |
| **Electives:**  | Sem. Hrs.  |
| Electives (must include at least 3 upper-level hours)  | 16  |
| **Total Required Hours:**  | **120** |

**Appendix A, 8-Semester Plan**

(**Referenced in #2** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

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| **Arkansas State University-Jonesboro****Degree: Bachelor of Science****Major: Management****Year: 2021-22** |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree. |
| **Year 1** |  | **Year 1** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| BIOL 1003 | Biology | **3** | X |  | ART or MUS or THEA 2503 | Fine Arts Visual, Musical, or Theatre | **3** | X |
| BIOL 1001 | Biology Lab | **1** | X |  | ENG 1013 | Composition II | **3** | X |
| BUSN 1003 | Freshman Year Experience | **3** | X |  | MATH 2143 | Business Calculus | **3** | X |
| CIT 1503 | Microcomputer Applications | **3** |  |  | PHSC 1203 | Physical Science | **3** | X |
| ENG 1003 | Composition I | **3** | X |  | PHSC 1201 | Physical Science Lab | **1** | X |
|  |  |  |  |  | Social Sciences | Pick one of the following: HIST 1013, HIST 1023, POSC 1003,  | **3** | X |
| **Total Hours** |  | 16 |  |  | **Total Hours** |   | **16** |  |
| **Year 2** |  | **Year 2** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| ACCT 2033 | Intro to Financial Accounting | 3 |  |  | ACCT 2133 | Intro to Managerial Accounting | **3** |  |
| COMS 1203 | Oral Communications | 3 | X |  | BCOM 2563 | Business Communications | **3** |  |
| ECON 2313 | Principles of Macroeconomics | 3 | X |  | MGMT 3123 | Principles of Management | **3** |  |
| ***MGMT 2003*** | ***Entrepreneurial Discovery and Innovation*** | **3** |  |  | ECON 2323 | Principles of Microeconomics | **3** | X |
| ENG 2003 orENG 2013 or PHIL 1103 | World Literature I, World Literature II, or Intro to Philosophy  | 3 | X |  | ECON 2113 orSTAT 3233 | Business Statistics or Applied Statistics | **3** |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 3** |  | **Year 3** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| CIT 3013 | Management Information Systems | **3** |  |  | Elective | Any Elective | **3** |  |
| LAW 2023 | Legal Environment of Business | **3** |  |  | FIN 3713 | Business Finance | **3** |  |
| MKTG 3013 | Marketing | **3** |  |  | MGMT 3143 | Human Resources Management | **3** |  |
| MGMT 3153 | Organizational Behavior | **3** |  |  | ***MGMT 3183*** | ***Entrepreneurship*** | **3** |  |
| Elective | Any Elective | **3** |  |  | ***CIT 3423*** | ***Data Visualization*** | **3** |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 4** |  | **Year 4** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| MGMT 3613 | Leadership | **3** |  |  | Elective | Upper Level Elective | **3** |  |
| MGMT 4123 | International Management | **3** |  |  | Elective | Any Elective | **3** |  |
| ***MGMT 3193*** | ***Social Impact Management*** | **3** |  |  | Elective | Any Elective | **1** |  |
| Elective | Any Elective | **3** |  |  | MGMT 4813 | Strategic Management | **3** |  |
| MGMT Elective | Select ONE of the following: ***BCOM 3573, MGMT 3193, MGMT 4143,*** ***MGMT 4163, MGMT 419V, MKTG 3023, MKTG 4223*** | 3 |  |  | MGMT Elective | Select ONE of the following: ***BCOM 3573, MGMT 3193, MGMT 4143,*** ***MGMT 4163, MGMT 419V, MKTG 3023, MKTG 4223*** | 3 |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 16 |  |
| **Total Jr/Sr Hours 45 Total Degree Hours 120** |
| **Graduation Requirements:**Completion of HIST 2763 or HIST 2773 or POSC 2103 English Proficiency (Grade of C or better in ENG 1003 and ENG 1013) 2.25 in major or at least a "C" in each course in major 2.25 overall and at least 2.00 GPA at ASU 2.25 in business core or at least a "C" in each core course 50 % of business requirements completed at ASU-Jonesboro Maximum of 30 credit hours via correspondence, extension, examination, PLA, Military or similar means; CLEP (30 hrs max) 45 JR/SR Hours **after completing** 30 hours 120 Total Credit Hours 30 of last 36 hours at ASU-Jonesboro 32 ASU residence hours Must have grade of C or better in MATH 2143, ACCT 2033, and CIT 1503.  |