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Educational Policies Committee Program Proposal, Jon M. Huntsman School of Business, March 13, 2019 – Bachelor of Science/Bachelor of Arts in Business Administration

Utah State University

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8 March 2019

ITEM FOR ACTION

Utah State University's Department of Management in the Jon M. Huntsman School of Business proposes offering a Bachelor of Science/Bachelor of Arts in Business Administration with Emphases in Human Resource Management and Operations Management in the manner described below.

EXECUTIVE SUMMARY

The Department of Management in the Jon M. Huntsman School of Business proposes offering a Bachelor of Science/Bachelor of Arts in Business Administration with Emphases in Human Resource Management and Operations Management .

RECOMMENDATION

The President and Provost recommend that the Board of Trustees approve the proposal to offer a Bachelor of Science/Bachelor of Arts in Business Administration with Emphases in Human Resource Management and Operations Management in the Jon M. Huntsman School of Business' Department of Management.

RESOLUTION
UTAH STATE UNIVERSITY
BOARD OF TRUSTEES

WHEREAS, Utah State University's Department of Management in the Jon M. Huntsman School of Business proposes offering a Bachelor of Science/Bachelor of Arts in Business Administration with Emphases in Human Resource Management and Operations Management, and

WHEREAS, The proposed change is consistent with USU's mission of providing students with a student centered experience that prepares them to serve the public, and

WHEREAS, The proposal has been approved by the academic dean, the Educational Policies Committee, and the USU Faculty Senate, and

WHEREAS, The proposal has been approved by the President and Provost of Utah State University;

NOW THEREFORE BE IT RESOLVED, That the Utah State University Board of Trustees hereby approve the proposal to offer a Bachelor of Science/Bachelor of Arts in Business Administration with Emphases in Human Resource Management and Operations Management in the Jon M. Huntsman School of Business' Department of Management, and that notification of this proposal be forwarded to the Utah State Board of Regents of the Utah System of Higher Education.

RESOLUTION APPROVED BY THE BOARD OF TRUSTEES

_____
DATE:

Utah System of Higher Education
New Academic Program Proposal
Cover/Signature Page - Abbreviated Template

Institution Submitting Request: Utah State University

Proposed or Current Program Title: BA/BS Degree in Business Administration

Sponsoring School, College, or Division: Huntsman School of Business

Sponsoring Academic Department(s) or Unit(s):   Management

Classification of Instructional Program Code[1] :   52.02.01

Min/Max Credit Hours Required of Full Program: 70   /   71

Proposed Beginning Term[2]:   Fall   2019

Institutional Board of Trustees' Approval Date:

☐	Certificate of Proficiency	☐ Entry-level CTE CP	☐ Mid-level CP
☐	Certificate of Completion		
☐	Minor		
☐	Graduate Certificate		
☐	K-12 Endorsement Program		
☒	**NEW** Emphasis for Regent-Approved Program		
	Current Program BOR Approval Date:		
	Proposed Emphasis Title	Human Resource Management	
	Credit Hours for NEW Emphasis Only:	9 / 9	
	Proposed Emphasis Title	Operations Management	
	Credit Hours for NEW Emphasis Only:	9 / 9	
	Propose a NEW Emphasis		
☐	Out of Service Area Delivery Program		

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[1] For CIP code classifications, please see http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55 .

[2] "Proposed Beginning Term" refers to first term after Regent approval that students may declare this program.

Chief Academic Officer (or Designee) Signature:

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Please type your first and last name   Date:

☐ I understand that checking this box constitutes my legal signature.

Utah System of Higher Education
Program Description - Abbreviated Template

Section I: The Request

Utah State University requests approval to offer the following Degree: BA/BS Degree in Business Administration with emphases effective Fall 2019. This program was approved by the institutional Board of Trustees on .

Section II: Program Proposal/Needs Assessment

Program Description/Rationale

Present a brief program description. Describe the institutional procedures used to arrive at a decision to offer the program. Briefly indicate why such a program should be initiated. State how the institution and the USHE benefit by offering the proposed program. Provide evidence of student interest and demand that supports potential program enrollment.

It is proposed that the existing BA/BS degree in Business Administration be redesigned with required emphases. Two objectives underlie the redesign, 1. to enhance the current core curriculum, and 2. to better align the degree around placement opportunities. (Note that by separate R 401 a request is being made to to rename the degree BS/BA Degree in Management.)

Faculty driven benchmarking of similar programs and analysis of employer based data identified gaps in skills, knowledge, and competencies that employers expect of students graduating with a degree in Management. The new curriculum contains a revised and more focused 16 credit core (current core is 19 credits) that addresses these gaps. It includes new courses in Critical Thinking for Managerial Decision Making, Managerial Ethics, and Project Management.

While the largest degree within the Huntsman School, data from the school's career specialist function indicates that it poses the greatest challenge with regard to placement. Reasons for this include (1) it attracts students seeking a 'generalist' business degree rather than a more focused one (i.e., Finance), (2) the breadth implied by the title of the degree, and (3) students are not positioned to communicate that they possess a skill/competency set that aligns with employer needs. The redesign will require students to select an emphasis consisting of 9 credits of coursework in one of two areas based on their career objectives. This replaces the existing 8 credits of electives. The emphases are Human Resource Management and Operations Management, and align directly with employment opportunities.

Anticipated benefits of the proposed changes include (1) more effective student preparation and (2) positioning for employment opportunities, (3) increased efficiency in the utilization of the school's career development function, and (4) improved focus in how the school's external relations function is utilized to develop relationships with employers.

Labor Market Demand

Provide local, state, and/or national labor market data that speak to the need for this program. Occupational demand, wage, and number of annual openings information may be found at sources such as Utah DWS Occupation Information Data Viewer (jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do) and the Occupation Outlook Handbook (www.bls.gov/oco).

This is an existing degree program and as noted above is the largest within the Huntsman School of Business. There are currently 620 declared majors.

Consistency with Institutional Mission/Impact on Other USHE Institutions

Explain how the program is consistent with the institution's Regents-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policyr312/ . Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higheredutah.org/policies/policyr315/ .

The proposed change is consistent with USU's mission of providing students with a student centered experience that prepares them to serve the public. Students will be more effectively positioned for employment opportunities and have a richer

understanding of the context of managerial decision making. The program will be offered in the same areas as the existing degree program. No faculty/staff structures will be affected by the changes.

Finances

What costs or savings are anticipated in implementing the proposed program? If new funds are required, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

All curricular changes can be met through redeployment of existing resources.

Section III: Curriculum

Program Curriculum

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Indicate new courses with an X in the appropriate columns. The total number of credit hours should reflect the number of credits required to receive the award. **For NEW Emphases, skip to emphases tables below.**

For variable credits, please enter the minimum value in the table below for credit hours. To explain variable credit in detail as well as any additional information, use the narrative box below.

		Course Number	NEW Course	Course Title	Credit Hours
		Can students complete this degree without emphases?		*Yes or* ✕ *No*	
		General Education Courses (list specific courses if recommended for this program on Degree Map)			
				General Education Credit Hour Sub-Total	32
		Required Courses			
+	-	ACCT 2010		Financial Accounting Principles	3
+	-	ACCT 2020		Managerial Accounting Principles	3
+	-	ECN 1500		Introduction to Economic Institutions	3
+	-	ECN 2010		Introduction to Microeconomics	3
+	-	FIN 3200		Financial Management	3
+	-	FIN 3400		Corporate Finance	3
+	-	MGT 1050		Foundations of Business and Leadership	3
+	-	MGT 2050		Business Law	2
+	-	MGT 3700		Operations Management	2
+	-	MIS 2100		Principles of Management Information Systems	3
+	-	MIS 3200		Business Communcation	3
+	-	MIS 3300		Big Data Analytics	3
+	-	MSLE 3500		Fundamentals of Marketing	3
+	-	MSLE 3800		Leadership	2
+	-	MSLE 3890		Systems Strategy and Problem Solving	2
+	-	STAT 2300		Business Statistics	4
				Choose 8 of the following courses:	
+	-	MGT 3XXX	✕	Managerial Ethics	2
+	-	MGT 3XXX	✕	Critical Thinking for Managerial Decision Making	2
+	-	MGT 3XXX	✕	Project Management	2
+	-	MGT 3100		Organizational Behavior	2
+	-	MGT 3250		Introduction to Human Resources	3
+	-	MGT 4600		Negotiations	2
+	-	MGT 4790		Managing Global Value Chains	2
+	-	MSLE 4532		Data Driven Decision Making	2
+	-				
				Required Course Credit Hour Sub-Total	62

		Course Number	NEW Course	Course Title	Credit Hours
		Elective Courses			
+	-				
				Elective Credit Hour Sub-Total	
				Core Curriculum Credit Hour Sub-Total	94

		Course Number	NEW Course	Course Title	Credit Hours
				Name of Emphasis: Human Resource Management	
+	-	MGT 4XXX	✕	Recruitment and Selection	2
+	-	MGT 4XXX	✕	Talent Management	2
+	-	MGT 4630		Human Resource Strategy	3
+	-	MSLE 4560		Strategic Sales Management	2
				Emphasis Credit Hour Sub-Total	9
				Total Number of Credits to Complete Program	103
		Remove this emphasis			

		Course Number	NEW Course	Course Title	Credit Hours
				Name of Emphasis: Operations Management	
+	-	MGT 4720		Production Planning and Control	2
+	-	MGT 4740		Quality Systems	2
+	-	MGT 4XXX	✕	Service Operations	2
+	-	MGT 5730		Problem Solving and Continuous Improvement	3
				Emphasis Credit Hour Sub-Total	9
				Total Number of Credits to Complete Program	103
		Remove this emphasis			

Propose a NEW Emphasis to an existing Regent approved program

Program Curriculum Narrative

Describe any variable credits. You may also include additional curriculum information, as needed.

The first set of 16 required classes represents the business school acumen that is required of all business students, the second set of 8 required courses represents those specific to this degree. In addition to the new courses listed for which course proposals are being initiated simultaneous to this request, several other course changes are being initiated:

MGT 3250: To be renamed Managing Human Capital and changed to 2 credits
MGT 4630: To be renamed Applied Human Resource Management
MGT 4720: To be renamed Sales and Operations Planning
MGT 5730: To be renamed Lean Continuous Improvement

Degree Map

Degree maps pertain to undergraduate programs ONLY. Provide a degree map for proposed program. Degree Maps were approved by the State Board of Regents on July 17, 2014 as a degree completion measure. Degree maps or graduation plans are a suggested semester-by-semester class schedule that includes prefix, number, title, and semester hours. For more details see http://higheredutah.org/pdf/agendas/201407/TAB%20A%202014-7-18.pdf (Item #3).

Please cut-and-paste the degree map or manually enter the degree map in the table below

First Year Fall	Cr. Hr.	First Year Spring	Cr. Hr.
ENG 1010 Intro to Writing (CL1)	3	ENG 2010 Intro to Writing (CL1)	3
ECN 1500 Intro to Economics (BAI)	3	ECN 2100 Intro to Microeconomics (BSS)	3
MATH 1050 College Alegbra (QL)	4	STAT 2300 Business Statistics (QL)	4
MGT/ECN 1050 Foundations of Business and	3	MIS 2100 Principles of MIS	3
USU 1010 University Connections	1	Breadth Creative Arts (BCA)	3
Total	14	Total	16
Second Year Fall	**Cr. Hr.**	**Second Year Spring**	**Cr. Hr.**
ACCT 2010 Financial Accounting Principles	3	ACCT 2020 Managerial Accounting Principles	3
MGT 2050 Business Law	2	MGT 3XXX Managerial Ethics	2
Breadth Humanities (BHU)	3	MGT 3XXX Critical Thinking for Managerial Dec	2
Breadth Physical Science (BPS)	3	MIS 3200 Business Communications (CI)	3
Breadth Life Sciences (BLS)	3	MSLE 3800 Leadership	2
Elective	1	Depth Humanities and Creative Arts (DHA)	3
	15		15
Third Year Fall		Third Year Spring	
MSLE 3500 Fundamentals of Marketing	3	BA Emphasis	3
MIS 3300 Big Data Analytics (CI)	3	Depth Life and Physical Sciences (DSC)	3
Fourth Year Fall		Fourth Year Spring	
MSLE 4532 Data Driven Decision Making	2	Elective	3
Elective	3		
Total		Total	
Third Year Fall	**Cr. Hr.**	**Third Year Spring**	**Cr. Hr.**
FIN 3200 Financial Management	3	FIN 3400 Corporate Finance (QI)	3
MGT 3100 Organizational Behavior	2	MGT 3250 Introduction to Human Resources	2
MGT 3700 Operations Management	2	MGT 4600 Negotiations	2
MGT 3XXX Project Management	2	MGT 4790 Managing Global Value Chains	2
From Second Year Fall	6	From Second Year Spring	6
Total	15	Total	15
Fourth Year Fall	**Cr. Hr.**	**Fourth Year Spring**	**Cr. Hr.**
BA Emphasis	3	Elective	3
BA Emphasis	3	Elective	3
Elective	3	Elective	3

MSLE 3890 Systems Strategy and Problem Solvi	2	Elective	3
From Second Year Fall	5	From Second Year Fall	3
Total	16	**Total**	15