

MICHIGAN STATE UNIVERSITY

December 11, 2013

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. John Gaboury, Associate Provost for Academic Services

RE: Request to Change the Graduation Requirements for the Bachelor of
Arts Degree in the Eli Broad College of Business

For Transmittal to the University Committee on Undergraduate
Education (UCUE)

The request referenced above is being sent to you for action by the University
Committee on Undergraduate Education (UCUE).

UCUE Response Requested:

Please ask the UCUE to consider the request referenced above. Please mail the
related materials referenced under the heading Attachments at the end of this
memorandum to the members of the UCUE.

The UCUE alone will consider this request.

If you have any questions about this memorandum or the attached materials, please call
me at 5-8420.

Thank you for your help.

Attachments:

1. Request to Change the Graduation Requirements for the Bachelor of
Arts Degree in the Eli Broad College of Business and attachments.



University Curriculum and Catalog

Hannah Admin. Building
426 Auditorium Road
Room 151A
East Lansing, MI 48824

517-355-8420
Fax: 517-353-1935

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ELI BROAD COLLEGE OF BUSINESS

1. Request to change the **Graduation Requirements for the Bachelor of Arts** degree in the **Eli Broad College of Business**. The University Committee on Undergraduate Education (UCUE) will consider this request.

a. Under the heading **Graduation Requirements for the Bachelor of Arts Degree** make the following changes:

(1) In item 2. make the following changes:

(a) Change the total credits from '51' to '54'.

(b) Delete the following course:

GBL	395	Law, Public Policy and Business	3
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Add the following courses:

BUS	250	Business Communications: Oral and Written	3
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GBL	295	Business Law, Public Policy and Ethics	3
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Effective Fall 2015.

View a Program		Main Menu
Joy Speas, RO	Tuesday, 11/5/2013	
Program Name: Business - Graduation Requirements Degree: BA Sequence Number: 4	Program Request ID: 2551	
Effective Dates: Fall 2015 - Open Status: Interim Initial Action: Change		
Requested Date: 10/18/2013 2:05:39 PM		
<p>1. Department/School/College: 08118 The Eli Broad College of Business</p> <p>2. Name of Program: Business - Graduation Requirements</p> <p>3. Name of Degree: BA</p> <p>4. Type of Program: Major</p> <p>5. Effective Start Semester: Fall 2015</p> <p>6. Target student audience for the program: Students in the College with the exception of Hospitality Business students</p> <p>7. Enrollment: What is the expected enrollment per year: 999 What is the minimum enrollment acceptable: 800</p> <p>8. Source of budget for the program: To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Faculty Senate. College reallocation If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).</p> <p>9. Projected Costs as compared to other programs in unit: Same</p> <p>10. Staff requirement: How many additional staff will be required: 0 Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):</p>		

11. Will additional equipment be required:

Approximate cost: 0

Source of funding:

12. Will additional library materials be required:

Approximate cost: 0

Source of funding: International business requirement is being tweaked-no change in library service

13. Will additional space be required:

Type:

Approximate amount:

14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:

No

Graduation Requirements for the Bachelor of Arts Degree

1. The University requirements for bachelor's degrees as described in the Undergraduate Education section of the catalog.
The completion of Mathematics 103 and 124 [referenced in item 2. a. below] may also satisfy the University mathematics requirement.

2. The requirements for the BUSINESS CORE PROGRAM that consists of :

- a. All of the following courses (~~51~~ credits):

ACC	201	Principles of Financial Accounting	3
ACC	202	Principles of Management Accounting	3
BUS	250	Business Communications : Oral & Written Skills	3
CSE	101	Computing Concepts and Competencies	3
EC	201	Introduction to Microeconomics	3
EC	202	Introduction to Macroeconomics	3
FI	311	Financial Management	3
GBL	295	Law, Public Policy, and Business	3
ITM	309	Business Information Systems and Technology	3
MGT	315	Managing Human Resources and Organizational Behavior	3
MGT	409	Business Policy and Strategic Management	3
MKT	300	Managerial Marketing (I)	3
MKT	317	Quantitative Business Research Methods	3
MTH	103	College Algebra	3
MTH	124	Survey of Calculus I	3

SCM	303	Introduction to Supply Chain Management	3
STT	315	Introduction to Probability and Statistics for Business	3

Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.

GBL 395H Law, Public Policy, and Business—Honors (W) may be substituted for General Business and Business Law 395.

Accounting majors may substitute General Business and Business Law 451 for General Business and Business Law 395. Students who place into Mathematics 124 on the mathematics placement test and who complete Mathematics 124 will not be required to complete Mathematics 103.

b. One of the following courses (3 credits):

EC	340	Survey of International Economics	3
MKT	310	International and Comparative Dimensions of Business	3
MKT	393	Introduction to International Business	3

A 3-credit 300-level course that includes international business content approved by the college.

- The requirements for one of the majors identified below.
- A minimum grade-point average of 2.00 in courses in the Major Field of Concentration.
- At least 9 credits of general elective courses outside the Broad College, Department of Mathematics, and Department of Statistics and Probability. Courses that are used to satisfy University requirements [referenced in item 1. above] and courses that are used to satisfy BUSINESS CORE PROGRAM requirements [referenced in item 2. above] may not be used to satisfy this requirement.
- A maximum of 3 credits of internship or other work experience may be earned towards the Bachelor of Arts degree. The majors to which this requirement applies are: Finance, General Business Administration-Prelaw, General Management, Human Resource Management, Marketing, and Supply Chain Management.
- A maximum of 2 credits of internship or other work experience may be earned towards the Bachelor of Arts degree in Accounting.

The majors to which the requirements that are referenced in the *Graduation Requirements for the Bachelor of Arts Degree* statement apply are listed below by the units that administer them:

Department of Accounting and Information Systems

Accounting

Department of Finance

Finance

Department of Management

General Management

Human Resource Management

Department of Marketing

Marketing

Department of Supply Chain Management

Supply Chain Management

Graduation Requirements for the Bachelor of Arts Degree in Hospitality Business

For information about the requirements for the Bachelor of Arts degree with a major in Hospitality Business, refer to the statement on The School of Hospitality Business.

16. Are there admissions requirements for this program?:

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

a. If a minimum grade-point average is required for admission, or if grades in specific courses are required for admission, describe the rationale for this requirement. Why were the specific courses chosen, why was the specific grade-point average chosen? What data are available to evaluate the efficacy of the current requirement? There will be no change to the College's admission requirements or policies. b. If the student achieves the minimum grade(s) or grade-point average, will the student be guaranteed admission or considered for admission? There will be no change to the College's admission requirements or policies. c. If the response is "considered for admission," what other variables are taken into consideration, how are they weighted, who decides, and why? (e.g., enrollment limits, available clinic sites, etc.). There will be no change to the College's admission requirements or policies. d. If your program is accredited, do the accreditation standards affect admissions standards? If so, how? This change in the international business core requirement will not impact accreditation. e. How does the unit educate prospective students about its requirements and restrictions? Academic advisors in the College work with students to develop programs of study that reflect their interests and include a set of skills that will be attractive to the marketplace. Contacts regarding programs of study within the College include freshman seminars, information sessions, email correspondence, and website presence. f. How does the unit currently assist non-qualified students in identifying alternative programs? The requested change will only impact students pursuing a degree in the College. g. Given that admission standards have the potential to restrict access and limit flexibility, why is this change being proposed, what metrics/data were used to make this decision (please provide the data), and why is it important? There will be no change to the College's admission requirements or policies. h. Will this change impact the average time to degree? If so, in what way? The requested international business core requirements are comparable to the existing requirements, and so will not impact the average time to degree. i. How many (and which) current students will be affected by this change? The requested requirements include the existing requirements as a subset, so the requested change will be offered to both existing and newly admitted students in the College. j. How will the unit notify current students of changes and how will they be accommodated? Information about the new international business core requirements will be disseminated via freshman seminars, information sessions, email correspondence, and website presence. k. How will this change affect access for transfer students and how will this be accommodated? The requested requirements include the existing requirements as a subset, so transfer students will not be adversely affected. l. How will the unit educate prospective students and feeder institutions (as appropriate) about the new requirements and assist them with alternatives? The requested requirements include the existing requirements as a subset, so students working with the existing requirements will still satisfy the requested requirements. Consequently, students will be faced with an expanded set of alternatives.

17. Type(s) of change(s):

Add BUS250 and change from GBL395 to GBL295.

18. Students who will be affected by the proposed changes:

Students admitted Fall 2015 or later.

19. Will the proposed change(s) have a negative impact on students? If so, which ones?:

None

Describe impact and explain what accommodations will be made:

20. Reason(s) for change(s):

Updated curriculum.

DEPARTMENT LEVEL APPROVAL STATUS

Approved: The Eli Broad College of Business
10/18/2013 2:54:28 PM by Janet Foreman for John A. Wagner III, Associate Dean

SIGNOFFS STATUS

Signed Off: College of Agriculture and Natural Resources
10/18/2013 6:56:19 PM by Kelly Millenbah for Kelly Millenbah, Associate Dean

Signed Off: College of Arts and Letters
10/21/2013 8:15:02 AM by Gary Hoppenstand for Gary Hoppenstand, Associate Dean

No Response by: College of Communication Arts and Sciences

Signed Off: College of Education
10/23/2013 3:40:45 PM by Jodi Potter for Michael Sedlak, Associate Dean

Comments: The College of Education is unclear on why we were selected for approval on this route. Please send details to edacadaf@msu.edu

Signed Off: College of Engineering
10/21/2013 1:13:36 PM by Thomas Wolff for Thomas F. Wolff, Associate Dean

Signed Off: College of Natural Science
10/21/2013 2:23:05 PM by Teri Roache for Gerard Mark Voit, Associate Dean

No Response by: College of Social Science

COLLEGE LEVEL APPROVAL STATUS

Approved: Eli Broad College of Business and The Eli Broad Graduate School of Management
11/2/2013 9:09:27 AM by John Wagner for John A. Wagner III, Associate Dean

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Graduation Requirements for the Bachelor of Arts Degree

- The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog.
 The completion of Mathematics 103 and 124 [referenced in item 2. a. below] may also satisfy the University mathematics requirement.

CREDITS

- The requirements for the BUSINESS CORE PROGRAM that consists of: 54

295

a. All of the following courses (51 credits):

ACC 201	Principles of Financial Accounting	3
ACC 202	Principles of Management Accounting	3
CSE 101	Computing Concepts and Competencies	3
EC 201	Introduction to Microeconomics	3
EC 202	Introduction to Macroeconomics	3
FI 311	Financial Management	3
GBL 395	Law, Public Policy, and Business	3
ITM 309	Business Information Systems and Technology	3
MGT 315	Managing Human Resources and Organizational Behavior	3
MGT 409	Business Policy and Strategic Management	3
MKT 300	Managerial Marketing	3
MKT 317	Quantitative Business Research Methods	3
MTH 103	College Algebra	3
MTH 124	Survey of Calculus I	3
SCM 303	Introduction to Supply Chain Management	3
STT 315	Introduction to Probability and Statistics for Business	3

BUS 250 Business Communications: Oral and Written Skills 3
Business Law, Public Policy and Ethics

Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.

GBL 395H Law, Public Policy, and Business—Honors (W) may be substituted for General Business and Business Law 395. Accounting majors may substitute General Business and Business Law 451 for General Business and Business Law 395.

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- b. One of the following courses (3 credits):
- | | | |
|---------|--|---|
| EC 340 | Survey of International Economics | 3 |
| MKT 310 | International and Comparative Dimensions of Business | 3 |
| MKT 393 | Introduction to International Business | 3 |
- A 3-credit 300-level course that includes international business content approved by the college.

- The requirements for one of the majors identified below.
- A minimum grade-point average of 2.00 in courses in the Major Field of Concentration.
- At least 9 credits of general elective courses outside the Broad College, Department of Mathematics, and Department of Statistics and Probability. Courses that are used to satisfy University requirements [referenced in item 1. above] and courses that are used to satisfy BUSINESS CORE PROGRAM requirements [referenced in item 2. above] may *not* be used to satisfy this requirement.
- A maximum of 3 credits of internship or other work experience may be earned towards the Bachelor of Arts degree. The majors to which this requirement applies are: Finance, General Business Administration-Prelaw, General Management, Human Resource Management, Marketing, and Supply Chain Management.
- A maximum of 2 credits of internship or other work experience may be earned towards the Bachelor of Arts degree in Accounting.

The majors to which the requirements that are referenced in the *Graduation Requirements for the Bachelor of Arts Degree* statement apply are listed below by the units that administer them:

- Department of Accounting and Information Systems
 - Accounting
- Department of Finance
 - Finance
- Department of Management
 - General Management
 - Human Resource Management
- Department of Marketing
 - Marketing
- Department of Supply Chain Management
 - Supply Chain Management

Graduation Requirements for the Bachelor of Arts Degree in Hospitality Business

For information about the requirements for the Bachelor of Arts degree with a major in Hospitality Business, refer to the statement on *The School of Hospitality Business*.