

## Proposal

### Description of program

The change requested is to convert all options in the School of Business Administration to majors. Currently, the School of Business Administration at The University of Montana—Missoula offers six options for its undergraduate program. All business students take a core set of courses plus an option.

Core Courses (Requested changes for the 2006-07 catalog are included.)

|          |  |
|----------|--|
| Enex 101 | English Composition                    |
| Comm 111 | Introduction to Public Speaking        |
| Math 117 | Probability and Linear Math            |
| CS 172   | Introduction to Computer Modeling      |
| Math 241 | Statistics                             |
| IS 270   | Management Information Systems         |
| Econ 111 | Microeconomics                         |
| Econ 112 | Macroeconomics                         |
| Acct 201 | Financial Accounting                   |
| Acct 202 | Managerial Accounting                  |
| Badm 257 | Business Law                           |
| Fin 322  | Business Finance                       |
| Mgmt 340 | Management and Organizational Behavior |
| IS 341   | Operations Management                  |
| Mktg 360 | Marketing Principles                   |

One capstone course chosen from:

|          |  |
|----------|--|
| Mgmt 445 | Small Business Management and Strategic Planning |
| Mgmt 446 | Strategic Management                             |
| IS 448   | Management Game                                  |

In addition, all students must choose an option from the following:

#### Accounting

|          |                                |
|----------|--------------------------------|
| Acct 310 | Accounting Information Systems |
| Acct 311 | Intermediate Accounting I      |
| Acct 312 | Intermediate Accounting II     |
| Acct 421 | Cost Management I              |
| Acct 431 | Income Tax                     |
| Acct 441 | Auditing                       |
| Acct 451 | Non Profit Accounting          |

Plus one of the following

|          |                            |
|----------|----------------------------|
| Acct 313 | Advanced Accounting Topics |
| Acct 422 | Cost Management II         |
| Acct 495 | Special Topics             |

#### Finance

|          |   |
|----------|---|
| Fin 420  | Investments                                   |
| Fin 424  | Financial Markets                             |
| Fin 429  | Financial Management I Theory and Analysis    |
| Fin 439  | Financial Management II Analysis and Problems |
| Math 150 | Applied Calculus instead of Math 117          |

Plus one of the following:

|          |                                |
|----------|--------------------------------|
| Acct 311 | Intermediate Accounting I      |
| Acct 421 | Cost Management I              |
| Fin 301  | Financial Statement Analysis   |
| Fin 495  | Financial Analysis of Business |
| Econ 311 | Intermediate Microeconometrics |
| Econ 460 | Econometrics                   |

Plus three additional courses at the 300-400 level, in one of the following programs of study: Banking/Investments, Financial Planning/Services, Accounting/Corporate, Economics, Information Systems, or International Finance.

#### Information Systems

|   |   |
|---|---|
| IS 370  | Database Management Systems                 |
| IS 371  | Business Applications Development           |
| IS 372  | Telecommunications Management               |
| IS 373  | Systems Analysis and Design                 |
| IS 476  | Project Management                          |
| Plus one of the following                         |   |
| IS 491  | Information Systems Practicum               |
| IS 498  | Information Systems Internship              |
| Plus two of the following                         |   |
| IS 452  | Management Science                          |
| IS 453  | Manufacturing Planning and Control          |
| IS 471  | Fundamentals of Network Management          |
| IS 472  | Advanced Network Management                 |
| IS 474  | Quality Management Systems                  |
| IS 475  | Advanced Technology Support                 |
| IS 477  | Multimedia Development for Business         |
| IS 478  | Development of E-Commerce Systems           |
| IS 495  | Special Topics (up to 6 credits)            |
| IS 496  | Independent Study (up to 6 credits)         |
| Mktg 460  | High-Technology Products and Innovations    |
| Acct 310  | Accounting Information Systems              |
| Upper-division computer science (up to 6 credits) |   |
| C&I 341   | Information Management and Design           |
| C&I 444   | Advanced Technology and Supervision         |
| CS 181  | Electronic Publishing on the World Wide Web |
| Math 381  | Discrete Optimization                       |
| Math 382  | Linear Optimization                         |

#### International Business

Four semesters of a foreign language

|          |                                    |
|----------|------------------------------------|
| Mgmt 368 | International Business             |
| Mgmt 480 | Cross-Cultural Management          |
| Fin 473  | Multinational Financial Management |

Plus one of the following

|          |  |
|----------|--|
| Mgmt 465 | World Trade and Commerce                     |
| Mgmt 485 | Seminar in Contemporary International Issues |

Nine credits approved by the international business advisor and selected from internationally-focused courses on campus, an international exchange, an international internship, or a study-abroad program.

#### Management

|                             |                              |
|-----------------------------|------------------------------|
| Mgmt 344                    | Human Resource Management    |
| Mgmt 348                    | Entrepreneurship             |
| Mgmt 368                    | International Business       |
| Mgmt 420                    | Leadership and Motivation    |
| Mgmt 444                    | Management Communication     |
| Plus three of the following |                              |
| Mgmt 430                    | Business Negotiations        |
| Mgmt 440                    | Business Ethics              |
| Mgmt 449                    | Business Plan Implementation |
| Mgmt 480                    | Cross-Cultural Management    |
| Mgmt 495                    | Special Topics               |
| Mgmt 498                    | Management Internship        |

## Marketing

|                             |  |
|-----------------------------|--|
| Mktg 362                    | Consumer Behavior                        |
| Mktg 363                    | Marketing Communication                  |
| Mktg 366                    | Marketing Research                       |
| Mgmt 368                    | International Business                   |
| Mktg 461                    | Marketing Management                     |
| Plus three of the following |  |
| Mktg 369                    | Advertising Competition                  |
| Mktg 410                    | Marketing Channels                       |
| Mktg 411                    | Service and Relationship Marketing       |
| Mktg 412                    | Nonprofit Marketing                      |
| Mktg 460                    | High-Technology Products and Innovations |
| Mktg 495                    | Special Topics                           |
| Mktg 498                    | Marketing Internship                     |
| Mgmt 444                    | Management Communications                |

**Documented Need**

The School of Business Administration has served Montana since 1916, when our first class graduated from the Department of Commerce. Since that time, SOBA has grown to be a major participant in the vitality and health of The University of Montana. In 2004 (the most recent data available), SOBA graduated 411 undergraduates, 22.5% of all undergraduate degrees awarded by the university. Over the last five years, SOBA programs annually graduated, on average:

|                        |      |
|------------------------|------|
| Accounting             | 55.0 |
| Finance                | 49.5 |
| Information Systems    | 42.8 |
| International Business | 23.2 |
| Management             | 95.2 |
| Marketing              | 96.5 |

As our programs have developed over the years, students have been exposed to richer and more diverse experiences. In response to student demand, SOBA developed new options in international business and information systems. In addition, students can choose groups of courses in areas such as entrepreneurship and entertainment management. The depth of courses available in each of the current options surpasses the perception of a mere concentration, emphasis or option. Our programs are now equivalent, in content and credit hours, to the majors offered by leading business schools in the country.

A survey of a small sample of AACSB accredited schools indicated that programs are variously called concentrations, emphases, options, and majors with little correlation to the number of credit hours required in the program. All of our programs require at least 24 credit hours beyond the 49 credit hour core (22 of those credits are taken outside of SOBA). Many of the programs designated as majors in our sample required fewer than 24 additional hours in a particular subject area beyond the core. Our programs were among the most extensive of the programs that were designated as majors.

Although we have no way to know how many of our students have failed to obtain jobs because of the taxonomy of our programs, we do have anecdotal evidence. In an interview with the FBI, one exceptional graduate was told that FBI only hires people with majors in information systems. The recruiter questioned the student's background because he had an option instead of a major. A faculty member in SOBA researched the top information systems programs in the country and was able to satisfy the recruiter that the material covered in the student's option was comparable to majors in information systems at several prestigious schools of business.

The School of Business Administration requests that all options be converted to majors. Our many outstanding graduates deserve to be on a level playing field with graduates from other leading business schools.

**Additional Courses**

No additional courses are necessary.

**Adequacy of Current Resources**

No additional resources are necessary.

**Accreditation Status**

The School of Business Administration at The University of Montana—Missoula has been continuously accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB) since 1949, one of the first 50 schools to be accredited. There are no additional standards that must be met for programs called majors instead of options.

**Assessment Plan**

Assessment plans for each department are already filed with the Provost's Office.

**Additional Faculty Requirements**

No new faculty members are required to offer majors instead of options.

**Impact on Facilities**

Majors instead of options will not cause additional impact on SOBA or university facilities.

**Cost Analysis**

No additional costs will be incurred in converting from options to majors.

**Enrollment Impact**

We expect to see an increase in enrollment as prospective students perceive our programs to be of better quality than schools offering concentrations, emphases, and options.

**Relationship to other campus programs**

Most undergraduate programs on campus are designated as majors. No other program will be affected in a material way by converting options to majors. Some catalog copy may have to be edited if other programs refer to our options in their descriptions of joint or cooperative programs.

**Relationship to Other Institutions**

The School of Business Administration should be able to compete more favorably for new students if options are converted to majors. Otherwise, there should be no impact on other institutions.

**Description of Proposal Development Process**

The proposal originated in the SOBA Undergraduate Curriculum and Assessment Committee. The committee brought a seconded motion to the SOBA faculty, where the motion was approved. The Dean of the School of Business Administration then signed the documents necessary to submit the proposal to the Provost's Office and the Faculty Senate. The Senate approved the proposal in November 2005.