To: Dean Van Galen, Chancellor  
116 North Hall  
University of Wisconsin-River Falls

From: Wes Chapin, Chair  
Faculty Senate  
University of Wisconsin-River Falls

June 14, 2012

RE: UWRF Faculty Senate Motion 2012-13/6

At the June 12, 2012 meeting of University of Wisconsin-River Falls Faculty Senate, motion 2012-13/6 was passed and it is effective immediately. This motion is forwarded to you for your action.

Motion from the Academic Programs and Policies Committee (Steve Kelm, Chair) to approve the proposed program changes within the Business Administration major, Management option.

Approved    ✓

Disapproved

Dean Van Galen, Chancellor

Date: 7/8/12
TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

INFORMATION

1. Program title:  Broad Area Business Admin. Management Option
2. Department(s): Management & Marketing
3. College(s):  Cbe
4. Proposal prepared by: Darryl Miller Date: 4/9/2012

5. Check all that apply:

☐ New program
☐ Change in course name
☐ Change in Major
☐ New course content
☒ Existing program
☐ Change in number of credits
☐ Change in Minor
☐ Change in Emphasis/Option

6. Other Programs/Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):

1. Economics
2. Finance
3. Csis
4. Etc. See Attachments

7. Date of Implementation: Fall Semester 2012 Year

8. Have all courses in this program been approved? Yes ☒ No ☐
   If “No,” which ones? Fren 371

9. Attach Request Narrative. (Include description of program before and after proposed changes).

UNIT APPROVALS: Requires signatures of all Departments Chairs and Deans whose programs will be affected by the changes or proposal. Signature lines for the affected Departments and Colleges (Noted in 6 above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

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<tr>
<th>Role</th>
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<tbody>
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<td>Department Chair</td>
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<td>Provost / Vice Chancellor</td>
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<td>Chancellor</td>
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NOTE: The master copy of this transmittal and accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), and Department Chair(s)] of approvals and necessary actions to implement changes.

Rev. 11/08
In designing this updated revision of the Management Option within the Business Administration Major the management faculty conducted extensive benchmarking of management programs at other business schools. For this purpose we chose 18 AACSB-accredited schools with missions and circumstances similar to our own (i.e., business schools from midsized public regional comprehensive universities).

The proposal includes three basic changes:

1. The current option requires students to choose three courses from a list of four. We have simplified this by removing MNGT 430 Small Business Management and making it an elective. This change forces students into all of the remaining three core courses all of which are closer to our bases of faculty expertise. Requiring all management students to take International Business (MNGT 355) is consistent with the UWRF and CBE strategic emphasis on Global Education and Engagement. The changes will not likely stress the department’s resources because enrollment in MNGT 430 has not been heavy and several members of the department’s faculty are qualified to teach 355.

2. The total MNGT credit requirement within the option increases from 15 to 18 but the number of credits required to complete the option (24) does not increase. This is because the support elective requirement is reduced from 9 to 6. These changes also do not affect the number of credits in the overall major in Business Administration.

3. The list of support electives was updated. Several courses were removed and others were added. Chairs of department affect by these changes were consulted but we expect that the enrollment patterns in other departments should not be affected to a significant degree.

4. The management faculty recommends re-issuing catalog language that was dropped several years ago. The purpose of this (see attachment) is to provide students with guidance in choosing classes that support specific interests (such as International Business, Human Resources Management, or Operations Management).
### Current Option (24 cr.)
**Required Management Courses (9 cr.)** Choose from:
- MNGT 320 Human Resources Management
- MNGT 340 Ethical Leadership
- MNGT 355 International Business
- MNGT 430 Small Business Management

**Management Electives (6 cr.)**
- MNGT 318 Operations Research
- MNGT 320 Human Resources Management
- MNGT 330 Managing Workforce Diversity
- MNGT 340 Ethical Leadership
- MNGT 350 Decision Making
- MNGT 355 International Business
- MNGT 365 Business Process Management
- MNGT 378 Semester Abroad Research
- MNGT 379 Internship in Management
- MNGT 380 International Business Seminar
- MNGT 389 Special Topics in Management
- MNGT 430 Small Business Management
- MNGT 480 Human Resource Management Seminar
- MNGT 499 Independent Study

**Support Electives (9 cr.)**
- ACCT 311 no listing
- ACCT 321 Intermediate Accounting I
- ACCT 322 Intermediate Accounting II
- ACCT 356 Managerial Cost Accounting
- ACCT 357 Advanced Managerial Cost Accounting
- MNGT 250 Global Business & Society
- ANTH 205 no listing
- ART 225 Advertising Design I
- ART 303 Advertising Design II
- CSIS 161 Programming I
- CSIS 162 Programming II
- CSIS 236 no listing
- CSIS 333 Database Management Systems
- CSIS 343 Software Engineering
- CSIS 402 Algorithms
- CSIS 423 Introduction to Systems Analysis
- CSIS 433 Design Analysis MIS
- ECON 301 Intermediate Microeconomics
- ECON 302 Intermediate Macroeconomics
- ECON 305 Money & Banking
- ECON 312 Political Economy of Discrimination
- ECON 316 Managerial Economics
- ECON 324 Labor Economics
- ECON 328 Domestic Topics in Econ Dev
- ECON 329 Global Topics in Econ Dev

### Proposed Option (24 cr.)
**Required Management Courses (9 cr.)**
- MNGT 320 – Human Resources Management
- MNGT 340 – Ethical Leadership
- MNGT 355 – International Business

**Management Electives (9 cr.)**
- MNGT 318 – Operations Research
- MNGT 330 – Managing Workforce Diversity
- MNGT 341 – Logistics
- MNGT 350 – Decision Making
- MNGT 365 – Business Process Management
- MNGT 378 – Semester Abroad Research
- MNGT 379 – Internship in Management
- MNGT 380 – International Business Seminar
- MNGT 389 – Special Topics in Management
- MNGT 430 – Small Business Management
- MNGT 480 – Human Resource Management Seminar
- MNGT 499 – Independent Study
- MKTG 315 – Retail Management

**Support Electives (6 cr.)**
- ACCT 321 Intermediate Accounting I
- ACCT 356 Managerial Cost Accounting
- ACCT 357 Advanced Managerial Cost Accounting
- AGEC 305 Agricultural Business Accounting
- AGEC 365 Agricultural Finance
- ART 225 Advertising Design I
- ART 303 Advertising Design II
- CBE 370 International Study Tour
- CHIN 101 Beginning Chinese I
- CHIN 102 Beginning Chinese II
- CHIN 201 Intermediate Chinese I
- CHIN 202 Intermediate Chinese II
- COMS 116 Business & Prof Communication
- COMS 213 Intercultural Communication
- COMS 306 Non-Verbal Communication
- COMS 315 Communications and Social Change
- COMS 316 Organization Communication
- CSIS 120 Technology and Cyberspace: Ethics and Issues
- CSIS 333 Database Management Systems
- ECON 301 Intermediate Microeconomics
- ECON 302 Intermediate Macroeconomics
- ECON 305 Money & Banking
- ECON 312 Political Economy of Discrimination
- ECON 324 Labor Economics
- ECON 328 Domestic Topics in Econ Dev
- ECON 332 Public Finance
ECON 332  Public Finance
ECON 340  Contemporary International Trade
ECON 342  International Finance
ECON 344  Comparative Economics Systems
ECON 362  History of Economic Thought
ECON 426  Forecasting & Econometrics
ENGL 223  Rags to Riches American Business Literature
ENGL 260  no listing
ENGL 320  Structure of English
ENGL 367  Technical Writing
ESM 377  Business Ecology
ETHN 200  Ethnic Studies
ETHN 400  no listing
GEOG 220  Economic Geography
GEOG 237  Poverty in the United States
GEOG 240  The United States
GEOG 241  Wisconsin
GEOG 250  Introduction to Cartography and GIS
GEOG 255  no listing
GEOG 340  Europe
GEOG 343  Africa
GEOG 344  Asia & Oceania
GEOG 360  GIS: Theory & Methods
GEOG 368  Digital Image Processing
INTS 200  International Studies
JOUR 260  no listing
JOUR 261  no listing
JOUR 455  Mass Media & Society
JOUR 460  International Communication
MATH 327  Applied Regress Analysis
MATH 371  Introduction to Actuarial Mathematics
MODL 101  no listing
MODL 102  no listing
MODL 201  no listing
MODL 202  no listing
FREN 101  Beginning French I
FREN 102  Beginning French II
FREN 201  Intermediate French I
FREN 202  Intermediate French II
SPAN 101  Beginning Spanish I
SPAN 102  Beginning Spanish II
SPAN 201  Intermediate Spanish I
SPAN 202  Intermediate Spanish II
GERM 101  Beginning German I
GERM 102  Beginning German II
GERM 201  Intermediate German I
GERM 202  Intermediate German II
GERM 275  Business German
JAPN 101  Beginning Japanese I
JAPN 102  Beginning Japanese II
ECON 340  Contemporary International Trade
ECON 342  International Finance
ENGL 262  Creative Writing
ENGL 266  Business Writing
ENGL 367  Technical Writing
ENGL 371  Proposal Writing
ENGL 387  Technical and Professional Writing
ESM 377  Business Ecology
FINC 210  Personal Finance
FINC 314  Principles of Insurance
FINC 347  Financial Institutions
FINC 348  Investments
FINC 350  Real Estate
FINC 355  Multinational Financial Management
FINC 360  Financial Derivatives
FREN 101  Beginning French I
FREN 102  Beginning French II
FREN 201  Intermediate French I
FREN 202  Intermediate French II
FREN 371  Business and Culture in the French World
GEOG 220  Economic Geography
GEOG 250  Introduction to Cartography and GIS
GEOG 360  GIS: Theory and Methods
GERM 101  Beginning German I
GERM 102  Beginning German II
GERM 201  Intermediate German I
GERM 202  Intermediate German II
GERM 275  Business German
HWM 330  Survey of Information Technology in Healthcare
INTS 481  Wisconsin in Scotland
JAPN 101  Beginning Japanese I
JAPN 102  Beginning Japanese II
JAPN 201  Intermediate Japanese I
JAPN 202  Intermediate Japanese II
MKTG 312  Consumer Behavior
MKTG 315  Retail Management
MKTG 325  Sales Effectiveness
MKTG 334  Internet and Direct Marketing
MKTG 355  International Marketing
MKTG 365  Marketing Research
MNGT 250  Global Business & Society
MODL 121  Taiwan Exchange Program Chinese
MODL 122  Taiwan Exchange Program Chinese
PHIL 201  Human Nature, Ethics and the Natural World
PHIL 240  Social Ethics
PHIL 304  Business Ethics
POLIS 225  Public Administration
POLIS 256  Public Policy Making
POLIS 260  Introduction to International Relations
POLIS 369  Politics of the World Economy
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Catalog language to appear with course listings for the Management Option

Students pursuing the Management Option may pursue a specialization in International Business, Human Resources Management, or Operations Management with the appropriate choice of elective coursework. Suggested management electives and support electives that for supporting each specialization include:

**International Business:** MNGT 380, CBE 370, COMS 313, ECON 328, ECON 340, FIN 342, MKTG 355

**Human Resources Management:** MNGT 480, CBE 370, COMS 316, ECON 324, ESM 377, PHIL 304, PSCY 250, PSYC 361, PSYC 362

**Operations Management:** MNGT 318, MNGT 350, MNGT, 365, GEOG 250, GEOG 460, GEOG 566