

## Summary of CBA Undergraduate Curriculum Proposals - 2018 Curriculum

On August 30, 2017, the University Curriculum Committee (UCC) reviewed the College of Business Administration Curriculum Packet. The entire packet was approved pending any changes noted in the 8-30-17 UCC minutes by the UCC on September 13, 2017.

### Summary of Changes for CBA:

#### 1) College of Business Administration

- a. 1 edited program
  - INTLBUS-MINOR *International Business Minor* (edited minor – elective course offering change)

#### 2) Department of Accounting

- a. 1 added course
  - ACCT 4162 *Advanced Auditing* (added course)

#### 3) Department of Management

- a. 1 edited course
  - MGMT 3167 *Global Supply Chain Management* (edited course)

#### 4) CBA Consent Agenda Items – approval of courses editorial in nature by consent

- Management
  - MGMT 3154 *Operations Management* (editorial – prerequisites)
  - MGMT 3155 *Human Resource Management* (editorial – prerequisites, offering frequency)

## Summary of CBA Graduate-Level Curriculum Proposals-2018 Curriculum

On August 28, 2017, the Graduate College Curriculum Committee (GCCC) reviewed the College of Business Administration Graduate Curriculum Packet.

The entire packet was approved (pending any changes noted in GCCC) by the Graduate College.

### Summary of Changes for CBA

#### 1. Accounting. Two courses were discussed.

- a. ACCT 6140 *Business Analytics in Acct.* Substantive: title, description, and offering frequency.
- b. ACCT 4162/5162 *Advanced Auditing*. New course added as an elective. This course is an update to better reflect the evolving content of the course. It is believed that this course will be beneficial for many students who pursue an auditing career path. It is expected that graduate students will lead the case study work and will be graded on their leadership capabilities as well as how their group performs. An updated syllabus has been added to current proposal.

#### 2. MBA Certificate in Business Administration (15 credit hours). A post-baccalaureate certificate designed to attract students in the nursing/medical field. Based on existing course offerings in program. Students can take courses in any order.

Allen College initially reached out to the College of Business Administration to see if there was a possibility of offering a certificate for their currently enrolled MSN students who are interested in more administrative roles. Both institutions agreed on a partnership.

Rationale: “The current operating environment in healthcare is rapidly evolving placing higher emphasis on efficient operations, careful budgeting, and increasing market share. Many managers and directors at healthcare facilities are nurses who have MSN degrees but have minimal formal education in business theory and strategy....This partnership would provide an educational opportunity for nurses to be better prepared to handle the rigors of healthcare management and leadership.” (Communicated by Jared Selinger, PhD. Associate Chancellor at Allen College)

*Justification:*

The proposed certificate program aligns with strategic plans at both the University and College levels. Further, it offers an important educational option for those in the rapidly growing health care industry. The Graduate College strategy includes developing new certificates and other programs, additional means of serving the community, and building partnerships with other institutions of higher learning. A certificate offered in partnership with Allen College, which serves an important industry in the community, serves all of these goals.

The College of Business Administration seeks external partnerships of all kinds, increased enrollments, continuous attention to curricular relevance, and teaching innovations. The partnership with Allen College adds enrollment to courses within the certificate and provides a first step for those holding an MSN to go on to earn an MBA degree.

The Allen College course in HR with specific applicability to Health Organizations would offer an option for the increasing numbers of MBA students who work in that industry. Allen College’s expertise with video-conference teaching platforms offers an opportunity for delivering seamless instruction to MBA students required to travel on business or subject to relocation.

Iowa Workforce Development projected Health Care and Social Assistance as the State’s fastest growing sector at 17.1% from 2014 – 2024. The industry faces complex market and political pressures, along with impacts from rapidly changing technology and chronic labor shortages. The need for specialized health organization management education will continue to grow for the foreseeable future.

*Requirements:*

- Healthcare of public healthcare professional with a baccalaureate or advanced degree from an accredited institution in nursing.
- A cumulative GPA of 3.0 or above.
- English language proficiency (TOEFL/MELAB scores). TOEFL score of at least 587 written or 95 (IBT). If TOEFL is not available, the Michigan Language Assessment Battery must be taken and score at least 85.

- Two admission reference forms with accompanying letters of reference from professional colleagues attesting to the applicant's potential success in the Certificate program.
- Two essays submitted as part of the application process.
- Curriculum vitae/resume.
- Official transcripts from all post-secondary institutions.

*Costs:* No additional staffing requirements: all courses are currently offered on a regular basis and offer sufficient capacity. No foreseeable budgetary increases.

Required Certificate Courses:

1. MGMT 6250 *Strategic planning and organizational analysis* 3 credits
2. ACCT 6030 *Managerial Accounting* 3 credits
3. MKTG 6170 *Marketing Management* 3 credits
4. MGMT 6262 *Cross-functional operations* 3 credits
5. MGMT 6260 *Strategic Management of Human Resources* 3 credits or NU 667 *Human Resources for the Health Care Manager* (Allen College offering)