



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Revision of the General Management Concentration in College of Business Undergraduate General Management Major Curriculum

SPONSOR: Olga M. Khessina, Associate Professor of Business Administration, (217) 300-4190, khessina@illinois.edu

COLLEGE CONTACT: Mark Peecher, Associate Dean of Faculty and Deloitte Professor of Accountancy; c/o Mary Schultze, (217) 333-2747
mlschltz@illinois.edu

BRIEF DESCRIPTION: We proposes several changes to the Undergraduate General Management Major Curriculum (applies only to the *General Management Concentration*). Specifically, we propose reducing the coursework from 27 to 24 credit hours, and shifting more of these hours from required courses to selections from elective courses. We propose adding BADM 199, Sec AL1-AL2 (Business in Action), which will receive its own number, and BADM 314 (Negotiations) as required courses; and adding BADM 381 (Multinational Management), BADM 445 (Small Business Consulting), and BADM 340 (Ethical Dilemmas of Business) as electives. We propose changing BADM 350 (Information Technology for Networked Organizations) and BADM 375 (Business Process Management) from required to elective courses. Finally, we propose removing PSYC 201 (Intro to Social Psychology) from the curriculum.

JUSTIFICATION:

The general management major is particularly valuable as part of a double major. Accordingly, we plan to reduce the number of courses and shift hours to electives so that students have more flexibility in shaping their course work and to make general management more feasible to complete as part of a double major.

We propose adding BADM 199, Sec AL1-AL2 (Business in Action) as a required course because it provides a critical kind of experiential learning opportunity for integrating students' learning. It also aligns with the goal of the business school to provide students with more and deeper experiential learning opportunities. This course has already been taught as a pilot and has received strong positive feedback from students. It will receive its own number next academic year.

We propose adding BADM 314 (Negotiations) as a required course because the material

taught in this class teaches management students a core managerial skill: a broadly applicable approach to negotiating and resolving conflicts. Leaders need to be skilled negotiators to generate solutions that are acceptable, valuable, and able to be implemented.

We propose adding BADM 381 (Multinational Management) as an elective course because many corporations in the modern world are multinational and future managers need to understand the principles of leading in a global business environment.

We propose adding BADM 445 (Small Business Consulting) as an elective course because it complements the BADM 199, Sec AL1-AL2 experiential learning course in encouraging students to integrate and apply their knowledge to address real world problems. In addition, a significant number of general management majors have an interest in pursuing a consulting career.

We propose adding BADM 340 (Ethical Dilemmas of Business) as an elective course because managers need to be able to understand and evaluate ethical implications of choices they make and to increase their overall awareness of the moral dimension of business activity.

We propose changing BADM 350 (Information Technology) and BADM 375 (Business Process Management) from required to elective courses. Both topics continue to be relevant for general management majors, but how central each is appears to vary based on the particular direction particular students are interested in taking. Consequently, while we suspect that many students will continue to take these courses, students will benefit from being able to tailor their general management major.

We propose removing PSYC 201 (Intro to Social Psychology) from the curriculum, because it is not taught for the management context and because the relevant topics from social psychology are covered in BADM 310, BADM 311, and BADM 312.

To summarize, the proposed core courses, BADM 311, BADM 312, BADM 313, BADM 314, and BADM 199, Sec AL1-AL2, have been designed to provide a strong foundation for the General Management major. The proposed elective courses have been designed to allow students to tilt towards their preferred topics. All of the core classes discuss ethics. In addition, the stand-alone elective ethics class BADM 340 provides a deeper dive into the topic from a business law perspective.

BUDGETARY AND STAFF IMPLICATIONS: *(Please respond to each of the following questions.)*

- 1) Resources
 - a. How does the unit intend to financially support this proposal?

We do not predict there will be any added costs at the unit level. The reduction by a course and the shift to more elective courses allow the unit to redistribute resources to be more efficient.

- b. How will the unit create capacity or surplus to appropriately resource this program? If applicable, what functions or programs will the unit no longer support to create capacity?

There will be no need for extra resources. We will relocate and redistribute differently resources that we currently have.

- c. Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.

The unit will not need to seek campus or other external resources.

- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.

Not applicable.

2) Resource Implications

- a. Please address the impact on faculty resources including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

The added courses will be covered by existing faculty and new faculty that are already in the process of being recruited.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units. *(A letter of acknowledgement from units impacted should be included.)*

Removing PSYC 201 from the list of required classes will affect class enrollment in the Psychology department. We believe that the impact will not be very significant, because only about 50 students are currently general management majors (this small number being due in part to the current difficulty of completing this major as part of a double major). Our estimate is that general management majors account for fewer than 5% of the students who take PSYC 201 annually. The Head of Psychology Department, Professor Heller, has been notified about the proposed change.

- c. Please address the impact on the University Library *(A letter of estimated impact from the University Librarian must be included for all new program proposals. If the impact is above and beyond normal library business practices, describe provisions for how this will be resourced.)*

There will be no significant changes in library resources needed because of the proposed changes.

- d. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)

There will not be a notable impact on technology and space in the near future. The reduction by one course and the shift to more elective classes are predicted to utilize space and seats more efficiently than we do currently.

DESIRED EFFECTIVE DATE: Fall of 2018.

STATEMENT FOR PROGRAMS OF STUDY CATALOG: *(All proposals must include either a new or revised version of the entry in the Programs of Study Catalog, if applicable. Entries will be published as approved by the Senate. Future changes in the statement for Programs of Study Catalog which reflect changes in the curriculum, must go through the normal review process at the appropriate levels.)*

General Management Major: *General Management Concentration*

The General Management Major is designed to prepare business students to be leaders and innovators in analyzing and solving managerial problems that every organization faces in its day-to-day operations. To be effective, managers must be able to design organizations that can compete in complex and volatile business environments and execute their strategies within these organizations. Effective managers also must be ethical leaders and competent decision-makers who formulate goals and long-term plans, build effective teams, and motivate their employees. The General Management Major is designed to educate and train future business leaders, decision-makers and strategic thinkers to skillfully manage human capital in firms and organizations.

In addition to the Management Major's requirements, Business Administration students must also fulfill the Urbana-Champaign campus's General Education requirements and the Gies College of Business's Core Courses requirements (for more detail, refer to the [Gies College of Business Undergraduate Section](#)).

Required classes:

BADM 311 Leading Individuals and Teams
BADM 312 Designing and Managing Organizations
BADM 313 Strategic Human Resource Management
BADM 314 Negotiation
BADM 199, Sec AL1-AL2 Business in Action

In addition, students need to select 3 Elective courses from the following list:

BADM 329 New Product Development
BADM 340 Ethical Dilemmas of Business
BADM 350 Information Technology for Networked Organizations

BADM 353 Information Systems Analysis and Design
BADM 375 Operations Management
BADM 377 Project Management
BADM 378 Logistics Management
BADM 380 International Business
BADM 381 Mutinational Management
BADM 403 Priciples of Business Law
BADM 445 Small Business Consulting
BADM 446 Entrepreneurship: New Venture Creation

CLEARANCES: (Clearances should include signatures and dates of approval. **These signatures must appear on a separate sheet.** If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)

Signatures:

Camelia C Oth
Unit Representative:

Sept 21, 2018
Date:

Mark P. [unclear]
College Representative:

Sept 25 2018
Date:

Graduate College Representative:

Date:

Council on Teacher Education Representative:

Date:

**Appendix A:
(Proposed Curriculum Revisions)**

Current Requirements:	Current Hours	Revised Requirements:	Revised Hours
<i>Major Core Requirement</i>		<i>Major Core Requirement</i>	
PSYC 201 – Introduction to Social Psychology	3 Hours	Remove	
BADM 311 – Individual Behavior in Organizations	3 Hours	BADM 311 – Leading Individuals and Teams	3 Hours
BADM 312 – Organizational Design and Environment	3 Hours	BADM 312 – Designing and Managing Organizations	3 Hours
BADM 313 – Human Resource Management	3 Hours	BADM 313 – Strategic Human Resource Management	3 Hours
BADM 350 – Information Technology for Networked Organizations	3 Hours	Change to Elective	
BADM 374 – Management Decision Models	3 Hours	Renamed to Business Analytics and moved to the core curriculum for the college	
BADM 375 – Business Process Management	3 Hours	Change to Elective	
		BADM 314 – Negotiation	3 Hours
		BADM 199, Sec AL1-AL2 – Business in Action*	3 Hours
<i>Major Core Required Hours</i>	21 Hours	<i>Major Core Required Hours</i>	15 Hours
<i>Major Elective Requirement</i>		<i>Major Elective Requirement</i>	
BADM 329 – New Product Development	3 Hours	BADM 329 – New Product Development	3 Hours
BADM 353 –	3 Hours	BADM 353 –	3 Hours

Information Systems Analysis and Design		Information Systems Analysis and Design	
BADM 377 – Project Management	3 Hours	BADM 377 – Project Management	3 Hours
BADM 378 – Logistics Management	3 Hours	BADM 378 – Logistics Management	3 Hours
BADM 380 – International Business	3 Hours	BADM 380 – International Business	3 Hours
BADM 403 – Principles of Business Law	4 Hours	BADM 403 – Principles of Business Law	4 Hours
BADM 446 – Entrepreneurship: Small Business Formation	4 Hours	BADM 446 – Entrepreneurship: New Venture Creation	4 Hours
		BADM 340 – Ethical Dilemmas of Business	3 Hours
		BADM 350 – Information Technology for Networked Organizations	3 Hours
		BADM 375 – Operations Management	3 Hours
		BADM 381 – Mutinational Management	3 Hours
		BADM 445 – Small Business Consulting	4 Hours
Major Elective Required Hours	6 Hours	Major Elective Required Hours	9 Hours
Major Total Required Hours	27 Hours	Major Total Required Hours	24 Hours

*If BUS 301 becomes a college-wide requirement, this course will replace BADM 199, Sec AL1-AL2. In this case, by completing BUS 301, general managers will no longer be required to take the BADM 199, Sec AL1-AL2 course and the elective requirement will increase from 9 to 12 hours.

Schultze, Mary L

Subject: FW: Notification about Changing Role of PSYC 201 in the Undergraduate General Management Major Curriculum in the College of Business

From: Wendy Heller <w-heller@illinois.edu>

Sent: Friday, September 21, 2018 1:48 PM

To: Khessina, Olga <khessina@illinois.edu>

Cc: Fricke, Michael Ryan <mfricke2@illinois.edu>

Subject: Re: Notification about Changing Role of PSYC 201 in the Undergraduate General Management Major Curriculum in the College of Business

Thank you for informing me.

On Fri, Sep 21, 2018 at 1:12 PM Khessina, Olga <khessina@illinois.edu> wrote:

Dear Professor Heller,

My name Olga Khessina and I am a sponsor for the Revision of the Undergraduate General Management Major Curriculum in the College of Business. In the revision, we propose removing PSYC 201 (Intro to Social Psychology) from the list of required classes in the curriculum, because it is not taught for the management context and because the relevant topics from social psychology are now covered in BADM 310, BADM 311, and BADM 312.

Please let me know if you have any questions.

Best regards,

Olga

Olga M. Khessina

Associate Professor

Department of Business Administration

College of Business

University of Illinois at Urbana-Champaign

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