



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Open Enrollment for Courses Offered in the Business Minor for Non-Business Majors.

SPONSOR AND COLLEGE CONTACT: Kevin Jackson, Associate Dean, Gies College of Business, and Associate Professor, Department of Accountancy

BRIEF DESCRIPTION: The following modifications are proposed to offer open enrollment of Business minor courses to undergraduate Non-Business Majors:

1. Eliminate the requirement to apply and be admitted to the Business Minor program to access the suite of business courses available to non-business students. Instead, the current suite of business courses available to non-business students will be offered as open enrollment courses to all undergraduate students. The course requirements needed for non-business students to earn the Business minor will be the same as the current Business minor requirements: the completion of four core Business minor courses and two electives from the current set of available electives.
2. Revise the prerequisites for registering for Business Minor core courses such that CS 105, Intro Computing: Non-Tech (3 hours); MATH 234, Calculus for Business I (4 hours); and STAT 100, Statistics (3 hours) or their equivalents are no longer required but instead will be presented as *recommended* courses. The business courses comprising the minor will be offered as open enrollment courses. Students need only meet the prerequisites required of the course for which they register. For example, ECON 102, Microeconomic Principles (3 hours) or equivalent remains as a prerequisite for FIN 221, Corporate Finance (3 hours), which is a specifically required course in the minor.
3. Non-business students who wish to register for Business minor courses must register for online sections of the courses if online sections are offered. As has been the case historically, the college intends to offer at least one online section of Business minor core courses during either the fall or spring semesters. Online sections of Business minor electives will be offered in fall/spring semesters as demand dictates.

JUSTIFICATION:

1. Since its inception, demand for the Business minor for Non-Business Majors has been high. To ensure students in the minor were able to access seats in required core business courses, eligibility requirements were imposed on students who wished to access them. Students submitted an application documenting their eligibility. Upon review by college staff of all of the applications for eligibility compliance, eligible students were admitted. Although reviewing applications was labor intensive, the application process was imposed to gate the natural demand for business courses.

During the 2018 application process, the number of eligible applicants for the Business minor increased by nearly 50%. As a result, (1) reviewing the number of applications became untenable and (2) the number of eligible applicants was well beyond the capacity of the college's classroom space. In the end, 150 qualified applicants had to be denied admittance to the Business minor and, as such, could not access business courses.

Given that the minor's original intent was to provide a fundamental academic preparation in business coursework to a wider audience of undergraduates at the University of Illinois at Urbana-Champaign, after such a significant number of students were denied, the college's administrative team in consultation with the heads of the academic departments, determined that a reconceptualization was necessary. Accordingly, with this proposal, the Business minor would align with most other undergraduate minors at the university by offering open enrollment to non-business students for the courses included in the Business minor curriculum. To earn the Business minor, non-business students will be required to have (at least) sophomore standing, have a 2.0 GPA and complete the required core and elective courses currently required for the Business minor. Students pursuing the minor also must complete ECON 102 or an equivalent course, as ECON 102 or equivalent is a prerequisite for FIN 221 (a course specifically required in the Business minor). This reconceptualization will offer students the opportunity to pursue only the specific business course(s) they deem most relevant to their academic goals, or they may complete the full set of courses required to earn the Business minor.

2. In the existing model, the four prerequisite courses are part of the application primarily to gate demand. Other than ECON 102, none of the other courses that are currently prerequisites for admission to the minor are actually prerequisites for any of the minor's core courses or for any of the elective courses. Under the current policy, students must complete CS 105, MATH 234 and STAT 100 in order to apply to the Business minor. Under this model, students then risk incurring the cost of completing those prerequisites and (1) being denied admittance into the Business minor due to capacity constraints, (2) not completing the Business minor due to their own personal or academic reasons, or (3) unwisely remaining in the Business minor because of the sunk cost associated with completing the prerequisites.

Under the "open enrollment" proposal, CS 105, MATH 234, and STAT 100 or equivalent courses will still be recommended for students pursuing the minor, as these courses can provide technical and quantitative skills that are useful in business. Eliminating the prerequisite requirement will significantly lower the cost to students of taking business courses without completing the Business minor. These three particular courses are not prerequisites for Business minor core courses nor any of the available electives, having them as required prerequisites increases the number of hours required for the minor from 18 to 31 (as there are 12 hours of core courses and six hours of elective courses required, then currently 13 hours of prerequisites required for admission to the minor). ECON 102 or equivalent is a prerequisite for FIN 221, a Business minor core course, and would remain a prerequisite for enrolling in FIN 221. This change puts the true hours needed for completion of the minor at 21 (12 hours of core, six hours of elective, and three hours of prerequisite), which also is in keeping with other undergraduate minors and much more realistic to expect of students.

3. The lack of available seats in offerings of the core and elective courses that comprise the Business Minor for Non-Business majors has been driving the need to control the number

of students who can be admitted to the minor. Most of the core and the elective courses are required for the majors offered by the Gies College of Business. Because majors have priority registration for courses whereas students pursuing minors do not, it has been a challenge for the departments offering courses that are part of the minor to accommodate demand. Requiring non-business students to register for online sections of Business minor courses allows the College to expand access to courses while mitigating the disruption to students in Business majors.

Of the four core courses in the minor, all four currently offer online sections of the courses, and the majority of Business minor students already take some online sections of these courses. From the elective courses, of which students are to select two from thirteen courses offered as electives, the five most popular courses offer online sections; the remaining eight elective offerings have no online section but have lesser demand because they are more specialized and they require prerequisites to enroll.

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?
No additional financial resources are necessary at this time. Additional IU revenue from the increased enrollments in the minor's courses will be used to support ongoing development and refinement of these courses and to resource additional instructional and administrative support. Current plans include hosting an information session for advisors from colleges with significant numbers of students pursuing the minor and dedicating an advisor to address the specific needs of non-business students pursuing the Business minor.
- 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?
Capacity exists in the online sections of the courses that comprise the minor to accommodate the current number of applicants to the minor. Additional teaching assistants will be added to courses as enrollment requires; one teaching assistant will be added for every 50 students enrolled in a course. This approach has been successful with online courses offered in the college's online graduate programs. To manage the potential for a sudden change in demand, online sections will have enrollments capped at 300 students for the first year, with the intent to relax enrollment caps as demand dictates and as we assess needs for additional instructional and administrative support. The staff time and effort that went toward admission application review and notification and enrollment management of courses will be reduced significantly.
- 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.
No university-level or external resources are needed.

- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.
As all courses to be offered in online sections already are available and have capacity, no financial impact is anticipated and arrangements are not necessary.

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. No changes in the number of faculty are anticipated due to the proposed change, although there may be an increase in teaching assistants if needed in online sections of courses to ensure a quality experience for students. The extent and speed of enrollment growth in business courses offered through open enrollment will be managed through enrollment caps placed on course sections in the minor that are offered online. Courses that have no online sections are naturally capped by room capacity. The student-faculty ratios may increase but also will be managed through enrollment caps.

- 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.)*
See Appendix A.

- c. Please address the impact on the University Library

Because this proposal is not adding any courses or requirements for the Business Minor for Non-Business Majors, there will be no impact on the University Library.

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

No impact on technology and space is anticipated because of these proposed changes.

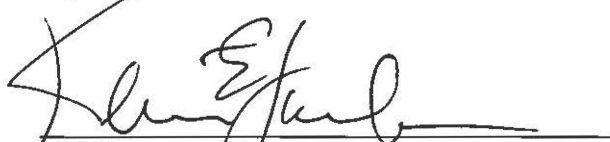
DESIRED EFFECTIVE DATE: Fall, 2019

STATEMENT FOR PROGRAMS OF STUDY CATALOG: See Appendix B

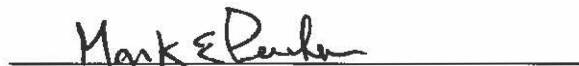
LETTERS OF SUPPORT: See Appendix C

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:


Unit Representative:

10/1/2018
Date:


College Representative:

10/1/2018
Date:

Appendix A: Acknowledgement from impacted units

Subject: RE: Reply Required for Curriculum Change Impacting your Department
Date: Tuesday, August 14, 2018 at 4:09:57 PM Central Daylight Time
From: Simpson, Douglas G
To: Jackson, Kevin
CC: Simpson, Douglas G, Ritter, Kelly Allison
Attachments: image001.png, image002.png

Dear Kevin,

Thank you for sharing with me the Business Minor revision proposal, which among other revisions changes Statistics 100 from a required course to a recommended course. The Department of Statistics is aware of and approves this plan.

Regards,
Doug Simpson

Douglas Simpson
Chair, Department of Statistics
University of Illinois at Urbana-Champaign
www.stat.illinois.edu

From: Jackson, Kevin <kjack@illinois.edu>
Sent: Thursday, August 9, 2018 5:15 PM
To: Simpson, Douglas G <dgs@illinois.edu>
Subject: FW: Reply Required for Curriculum Change Impacting your Department

Hi Doug,

I am circling back to request a reply indicating that your department is aware of the curriculum change to the Business Minor described in the email below. Can you please send a brief reply?

Kind regards,
Kevin

Kevin E. Jackson, Ph.D.
Associate Dean of Undergraduate Affairs
Office of Undergraduate Affairs
1055 Business Instructional Facility, MC-520
515 East Gregory Drive
Champaign, IL 61820
(217) 333-2470

 **ILLINOIS**
Gies College of Business

Subject: RE: Reply Required for Curriculum Change Impacting your Department

Date: Thursday, August 2, 2018 at 5:37:19 PM Central Daylight Time

From: Tyson, Jeremy

To: Jackson, Kevin

Dear Associate Dean Jackson,

Thank you for your message. I am writing to confirm that I am aware of these proposed changes.

Best regards,

Jeremy Tyson

Professor and Interim Chair
Department of Mathematics
University of Illinois at Urbana-Champaign

-----Original Message-----

From: Jackson, Kevin

Sent: Wednesday, August 01, 2018 11:30 AM

To: Tyson, Jeremy <tyson@illinois.edu>

Subject: Reply Required for Curriculum Change Impacting your Department

Dear Dr. Tyson,

The Gies College of Business is transitioning how it administers its Business Minor in order to expand the access that non-business majors have to business courses. As a result of our revisions, one of your courses will be impacted. Specifically:

For the academic year beginning Fall 2019, MATH 234 will be recommended but no longer required as a prerequisite to enroll in courses offered in the Business Minor.

We are unsure what impact the change will have on enrollment for the 2019/2020. I am also attaching a summary of the revisions to the Business Minor program for your convenience. In order for the revision to proceed, we need an indication from all impacted departments that they are aware of the changes. Would you please provide that in a response to this email?

Thank you for your prompt attention to this matter.

Sincerely,

Kevin Jackson

Kevin E. Jackson, Ph.D.

Associate Dean of Undergraduate Affairs

Subject: Re: Reply Required for Curriculum Change Impacting your Department
Date: Saturday, August 4, 2018 at 1:04:51 AM Central Daylight Time
From: Adve, Vikram Sadanand
To: Jackson, Kevin
CC: Pitt, Leonard B, Gunter, Elsa, Viswanathan, Mahesh, Herzog, Stephen M
Attachments: image001.png

Dear Kevin,

Thanks for the heads-up on this. I'm copying the people who should be aware of this change at our end.
Regards,

--Vikram Adve

// Interim Head, Department of Computer Science
// Donald B. Gillies Professor of Computer Science
// University of Illinois at Urbana-Champaign
// Admin Assistant: Amy Simons - aoboyle@illinois.edu
// Google Hangouts: vikram.s.adve@gmail.com || Skype: vikramsadve
// Research page: <http://vikram.cs.illinois.edu>
// 10 Commandments of the Internet Age: <http://www.emailcharter.org/>

From: "Jackson, Kevin" <kjack@illinois.edu>
Date: Wednesday, August 1, 2018 at 10:29 AM
To: "Adve, Vikram Sadanand" <vadve@illinois.edu>
Subject: Reply Required for Curriculum Change Impacting your Department

Dear Dr. Adve,

The Gies College of Business is transitioning how it administers its Business Minor in order to expand the access that non-business majors have to business courses. As a result of our revisions, one of your courses will be impacted. Specifically:

For the academic year beginning Fall 2019, CS 105 will be recommended but no longer required as a prerequisite to enroll in courses offered in the Business Minor.

We are unsure what impact the change will have on enrollment for the 2019/2020. I am also attaching a summary of the revisions to the Business Minor program for your convenience. In order for the revision to proceed, we need an indication from all impacted departments that they are aware of the changes. Would you please provide that in a response to this email?

Thank you for your prompt attention to this matter.
Sincerely,
Kevin Jackson

Kevin E. Jackson, Ph.D.
Associate Dean of Undergraduate Affairs
Office of Undergraduate Affairs

Minor in Business for Non-Business Majors

busminor@business.illinois.edu

The Business Minor is designed for students earning undergraduate degrees in colleges other than the Gies College of Business. The Business Minor provides a fundamental academic preparation for Non-Business students who wish to pursue a business career. The Business Minor provides coursework through which Non-Business students learn skills used in business. Business Minor students will learn the theories, techniques and concepts of Accountancy, Finance, Management and Marketing. The Business Minor is not available to Gies College of Business students and Technology and Management Minor students. The Business Minor is not to be considered as preparation for transfer into the Gies College of Business to earn an Undergraduate Business degree.

Sophomore standing and a minimum 2.0 GPA are required to declare the minor. For all courses for which online delivery is available, students pursuing the minor must enroll in online sections.

Core Courses Requirement

Code	Title	Hours
<u>ACCY 200</u>	Fundamentals of Accounting (Enrollment is permitted only to Business Minor students.)	3
<u>BADM 310</u>	Mgmt and Organizational Beh	3
<u>BADM 320</u>	Principles of Marketing	3
<u>FIN 221</u>	Corporate Finance	3

Course List

Note: ACCY 200, BADM 310, BADM 320, FIN 221 and the two Elective Courses must be earned from the Urbana-Champaign campus. No exceptions will be made for study abroad and transfer courses to fulfill the minor's course requirements.

All six Business Minor courses must be completed with letter grades.

Elective Courses Requirement

Business Minor students must select only two of the listed Elective Courses to fulfill the minor's course requirements.

Code	Title	Hours
<u>BADM 300</u>	The Legal Environment of Bus	3
<u>BADM 311</u>	Leading Individuals and Teams	3
<u>BADM 312</u>	Designing and Managing Orgs	3
<u>BADM 313</u>	Strategic Human Resource Management	3
<u>BADM 314</u>	Leading Negotiations	3
<u>BADM 323</u>	Marketing Communications	3
<u>BADM 326</u>	Pricing Policies	3
<u>BADM 340</u>	Ethical Dilemmas of Business	3
<u>BADM 350</u>	IT for Networked Organizations	3
<u>BADM 367</u>	Mgmt of Innov and Technology	3
<u>BADM 375</u>	Operations Management	3

Code	Title	Hours
<u>BADM 380</u>	International Business	3
<u>BADM 381</u>	Multinational Management	3

Appendix C: Letters of support from academic units

UNIVERSITY OF ILLINOIS
AT URBANA – CHAMPAIGN



College of Fine and Applied Arts
Office of Undergraduate Academic Affairs
110 Architecture Building
608 East Lorado Taft Drive
Champaign, IL 61820
telephone 217-333-6061 • fax 217-333-2154

September 11, 2018

Associate Dean Kevin Jackson
College of Business
Office of Undergraduate Affairs
1055 Business Instructional Facility, MC-520
515 East Gregory Drive
Champaign, IL 61820

Dear Dean Jackson,

The College of Fine and Applied Arts welcomes the news of the changes to the College of Business minor.

We believe that making the minor in Business available to students across campus increases the value of degrees to students who are concerned about entering an increasingly competitive and fast-changing world.

We know first-hand the demand for access to Business and Entrepreneurship content from students across our college preparing to enter a world where knowledge of basic business skills is critical to success. In the past three years, the College of Business has delivered an experimental, face to face class developed for FAA students (Foundations of Business for FAA) which has been fully enrolled each time offered. For a deeper dive experiment into this content, a cohort of FAA students is just now completing the iMBA specialization *Entrepreneurship & Strategic Innovation*. The courses are rigorous and of high quality. From the student feedback so far, online access is the key to their successful completion. Advisors indicate that asynchronous online instruction allows students in practiced-based disciplines the opportunity to participate despite heavy and complicated contact schedules in their major disciplines.

The College of Fine and Applied Arts certainly welcomes access to the minor as a concrete recruitment advantage. In many of the creative arts, potential students and their families have concerns about the viability of careers in the arts without practical knowledge of the business world that they will inevitably enter. Access to the minor for future students will increase confidence in their choice of the University of Illinois and the Arts.

We fully support the expansion of access to the Business Minor to all campus students.

Linda Murphy Robbennolt
Associate Dean
Office of Undergraduate Academic Affairs – Academic Programs

telephone 217-333-6061 • fax 217-333-2154



COLLEGE OF APPLIED HEALTH SCIENCES

Office of Undergraduate Student Affairs
118 Huff Hall, MC-586
1206 S. Fourth St.
Champaign, IL 61820

October 1, 2018

Associate Dean Kevin Jackson
Gies College of Business
Office of Undergraduate Affairs
1055 Business Instructional Facility, MC-520
515 East Gregory Drive
Champaign, IL 61820

Dear Dean Jackson:

The College of Applied Health Sciences (AHS) welcomes and supports the proposed changes to the Gies College of Business minor. AHS consists of five majors: Community Health, Kinesiology, Interdisciplinary Health Sciences, Speech and Hearing Science, and Recreation, Sport and Tourism. All of our majors align well with a business minor and students in all five areas work in the current format to earn this additional credential.

Increasing access to the business minor so that more students can participate will positively impact degree completion for our students. The current process presents challenges as not all students are accepted into the minor and there are a considerable number of prerequisites required before the application process begins. Allowing students to start business courses earlier will ease the planning process for our Academic Advisors and students. In addition, some of our students (especially in our Health Administration concentration) only want to take a handful of business courses to supplement their degree and not fully complete the minor. Because the Gies College of Business courses are closed, we have to refer these students to other institutions (such as Parkland College). However, given the proposed changes with increased access, we predict that more Health Administration students will complete the minor.

Regarding appropriate academic preparation, we feel that many of our students will be successful in your courses. Several of our AHS courses focus on the economics and financing of health, wellness, and sport industries and thus the business framework is already embedded in the content. Our students also have mandatory academic advising every semester, so if students are not showing success early in your courses, our advisors will redirect the students appropriately, as we currently do for students that struggle in rigorous science courses such as chemistry and molecular and cellular biology.

We fully support the expansion to the Gies College of Business minor and are hopeful that we can work more closely in the future on these types of initiatives.

Sincerely yours,

A handwritten signature in cursive script that reads "Gretchen Adams".

Gretchen Adams, Ph.D.
Assistant Dean for Undergraduate Student Affairs
University Distinguished Teacher-Scholar

A handwritten signature in cursive script that reads "Reginald J. Alston".

Reginald J. Alston, Ph.D.
Associate Dean for Academic Affairs
Professor of Kinesiology and Community Health



COLLEGE OF ENGINEERING

Office of the Associate Dean for Undergraduate Programs
206 Engineering Hall, MC-272
1308 W. Green St.
Urbana, IL 61801

October 2, 2018

Associate Dean Kevin Jackson
College of Business
Office of Undergraduate Affairs
1055 Business Instructional Facility, MC-520 515 East Gregory Drive
Champaign, IL 61820

Dear Dean Jackson,

I am writing to lend my support to the decision to make the minor in Business more available to students across our campus by removing the application process.

As you know, there are many students in the College of Engineering who are interested in entrepreneurship and business. Many hope to start, or are already starting, their own companies and need to complement their engineering education with business skills and knowledge. Although other programs exist for engineering students to learn critical skills in business, such as the Hoeft Technology & Management Program, these programs have limited availability and a large number of our students are not able to participate. By making the Business Minor more accessible, more of our students will benefit from access to Business courses, preparing them for success in their future endeavors.

We are fully supportive of the proposed changes that will make a Business Minor more accessible to our students, both in the College of Engineering and across campus.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Makela', written in a cursive style.

Jonathan J. Makela
Associate Dean for Undergraduate Programs
Professor of Electrical and Computer Engineering



COLLEGE OF EDUCATION

110 Education Building, MC-708
1310 S. Sixth St.
Champaign, IL 61820

October 3, 2018

Associate Dean Kevin Jackson
College of Business
Office of Undergraduate Affairs
1055 Business Instructional Facility
515 East Gregory Drive
Champaign, IL 61820

Dear Dean Jackson,

I am writing this letter in support of the work the College of Business in making changes to admission into the minor in business. I believe that creating this option for students opens up a world of possibilities for students from across the campus.

In the College of Education, we have four majors and a minor that lead to teaching licensure and a relatively new fifth major, Learning and Educational Studies (LES) that leads to careers in education outside of traditional K-12 classroom teaching. Students in the LES program have the option of selecting from one of four programs: Applied Learning Sciences; Educational Equality and Cultural Understanding; Workplace Training and Development; and Digital Environments for Learning, Teaching and Agency. We believe that offering students in the LES programs options to add a business minor will only increase opportunities available to them as they seek internships and jobs toward the end of their programs.

Each of these concentrations was designed to meet the growing demand for students prepared to lead in today's economy. Skills in business are critical to these students who graduate in LES to become leaders, policymakers, analysts and professionals in education, government, health care, business, and nonprofit organizations. The business minor will assist our students in learning the theories, techniques in accounting, finance, management and marketing they will need in their careers. These skills, combined with the skills acquired through the LES major, open career opportunities and provide our students with the knowledge to succeed in and advance through their chosen profession.

Thank you for giving us the opportunity to lend our support. Please let us know if we can provide further information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lisa Monda-Amaya', written over a horizontal line.

Lisa Monda-Amaya
Associate Dean for Undergraduate Programs & Director of Teacher Education

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

217.333.0960 • education.illinois.edu/