

10KM5073BS: MANAGEMENT, BS

In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
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12. IBHE (none)
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Approval Path

1. Tue, 21 Jan 2020 17:46:48 GMT
Deb Forgacs (dforgacs): Approved for U Program Review
2. Thu, 30 Jan 2020 16:30:06 GMT
Mark Wolters (mwolter): Approved for 1902 Committee Chair
3. Thu, 30 Jan 2020 17:24:53 GMT
Cele Otnes (cotnes): Approved for 1902 Head
4. Mon, 03 Feb 2020 21:58:47 GMT
Michael Dyer (dyer1): Approved for KM Committee Chair
5. Mon, 03 Feb 2020 22:14:48 GMT
Mark Peecher (peecher): Approved for KM Dean
6. Mon, 03 Feb 2020 22:20:54 GMT
John Wilkin (jpwilkin): Approved for University Librarian
7. Mon, 03 Feb 2020 23:38:10 GMT
Kathy Martensen (kmartens): Approved for Provost
8. Fri, 21 Feb 2020 19:32:51 GMT
Barbara Lehman (bjlehman): Rollback to 1902 Committee Chair for Senate EPC
9. Thu, 27 Feb 2020 14:16:23 GMT
Diana Gonzalez (dgonzal2): Approved for 1902 Committee Chair
10. Thu, 27 Feb 2020 14:26:59 GMT
Cele Otnes (cotnes): Approved for 1902 Head
11. Thu, 27 Feb 2020 15:08:47 GMT
Michael Dyer (dyer1): Approved for KM Committee Chair
12. Fri, 28 Feb 2020 16:58:27 GMT
Mark Peecher (peecher): Approved for KM Dean
13. Fri, 28 Feb 2020 17:04:35 GMT
John Wilkin (jpwilkin): Approved for University Librarian
14. Fri, 28 Feb 2020 17:09:49 GMT
Kathy Martensen (kmartens): Approved for Provost

Date Submitted: Tue, 21 Jan 2020 17:06:02 GMT

Viewing: 10KM5073BS : Management, BS

Changes proposed by: Diana Gonzalez

Proposal Type

Proposal Type:

Major (ex. Special Education)

This proposal is for a:

Revision

Proposal Title:

if this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions*

Proposal to update the Management, BS (key 100) deactivate the International Business Concentration (key 589) replace with a new Minor in International Business (key 949)
Deactivate the General Management Concentration (key 590) in Management, BS in the Department of Business Administration, Gies College of Business.

EP Control Number

EP.20.111

Official Program Name

Management, BS

Effective Catalog Term

Fall 2020

Sponsor College

Gies College of Business

Sponsor Department

Business Administration

Sponsor Name

Geoff Love, Joe Clougherty

Sponsor Email

glove@illinois.edu, jaclough@illinois.edu

College Contact

Jeffrey Brown, c/o Mary Schultze

College Contact Email

mlschltz@illinois.edu

Program Description and Justification

Justification for proposal change:

The 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.

BRIEF DESCRIPTION: During the last decade, the interest in international business (IB) has increased significantly among our Gies undergraduates. In its current form, our offer of an IB concentration within the Management major creates constraints for students that limit the department's ability to satisfy student demand. We propose the creation of an international business minor, which we would be able to offer with our current resources and faculty. The minor would replace the existing concentration in International Business that currently exists within the Management major. The minor is only open to undergraduates in the Gies College.

JUSTIFICATION:

The existing concentration in international business has enrolled around thirty students per year. The students who enrolled in the concentration typically used the major to signal an interest in IB but relied on a primary major in another area for recruiting and career purposes. The concentration typically attracts little or no distinct attention from recruiters. Given that the concentration was part of a larger major in Management, student coursework included material not particularly relevant to IB. This diffuse curriculum dampened interest in an IB credential and reduced the visibility of the concentration.

A faculty review suggested necessary revisions. The most significant change is to move from a concentration within a major to a minor. This is done for several reasons: first, international business is best viewed in the faculty's opinion as a complement to existing business disciplines, rather than as a substitute for other majors. IB is a necessary aspect of almost all business disciplines, curriculum, and careers, and thus a strong complement to other majors. Given that background, we felt it appropriate to shift to a minor. The minor retains the core intellectual content of international business and couples this with interesting and related coursework. Whereas the current IB curriculum is very broad, with numerous courses that have at best a tangential connection to international business, the proposed changes provide students with a deeper understanding of international business issues, and cross-border business activities, and enable students to build their ability to analyze such business relationships more effectively.

In programmatic terms, we would like to ensure that students have access to international business content to complement their existing studies in finance, accounting, supply chain management, marketing, and the like, rather than as a substitute for any of those areas. It is better to train students for the global economy in a more foundational discipline coupled with international context and theory, rather than to argue that 'management – international business' is a distinct specialty. Placement experience supports this point of view, as such an approach should also be more marketable for students. As reviewed in Appendix C, the placement of our students with the IB concentration has not involved IB-specific expertise; and domestic students have not been placed overseas.

Creating IB as a minor also alleviates a constraint within Gies. The College allows students only two majors, but does not constrain minors. We find many students have interest in international business to the point of taking a few courses, but the students do not consider the concentration in IB due to their lacking interest in some of the ancillary coursework that the management major now requires. Also, the specific and popular combination of finance major plus accounting major makes the major in Management – IB impossible. By streamlining the focus of the intellectual material to purely international business, and by adopting the philosophical change that the minor is a complement to existing disciplinary capabilities, we enable students to add a transcriptable credential beyond current offerings. Appendix D reports the results of two surveys of existing students where we asked for their opinions: we found a majority in favor of the minor approach.

With these principles in mind, a few specific changes exist in the new minor, relative to the existing concentration. First, to accommodate growing interest in global supply chains, a course (BADM 338) is added in this field. Second, courses historically taught as topics courses (BADM 395) are now integrated into the permanent curriculum under the class rubric of BADM 383: Topics in International Business (please see Appendices G1-G3 for sample syllabi). Third, given that students must no longer claim a degree in management, a host of non-IB courses have been removed from those in the 'Major in Management, International Business Concentration'. The current major curriculum is listed in Appendix B. Please note how only 3 of the 7 required courses actually involved international business. While coursework in Managing IT, Decision Models, and the like are relevant for a management major, such coursework is not relevant for a focused minor in international business. Please also see the proposed curriculum for the IB minor listed in Appendix A. Fourth, we have added an optional language credit to encourage learning about other cultures and languages for those interested in international business. Appendix F also attaches an affirmation from the Spanish Department that permits this listing. The faculty believe strongly that this curriculum reflects the intellectual core of the IB field: namely, global economy, the multinational corporation, international marketing, and international supply chains.

Key constituencies have offered encouraging support. First, surveys of the students are reported in Appendix D. Existing students strongly support the presence of a minor over a major and the flexibility that a minor would offer to their studies, interests, and degree. We also reasonably expect students

not currently considering the concentration in IB (most notably, those students in accounting and finance) to add this minor to their consideration set due to its now-streamlined requirements. Second, Business Career Services (BCS) is also supportive of this proposal. BCS notes that placement of existing management-IB majors in those types of roles is difficult. Appendix C lists all recent graduates within the IB-management concentration. Virtually none of these job placements involve a dominant international component, and no domestic student was placed overseas as an initial assignment.

In sum, the combination of a tighter intellectual focus, a streamlined credential, and heightened visibility should improve student interest, learning, and placement. With this new minor, our faculty seeks to build a high-quality, rigorous program that enhances the real-world impact and employability of our students by exposing them to the relevant cross-border business theories, issues and topics. Also we seek to enhance the reputation of our undergraduate majors, which is critical for our College's larger goal of improving its undergraduate ranking.

Please include how the proposed minor requires some depth in the subject, but not as extensive as the major.

The minor retains the core intellectual content of international business and couples this with interesting and related coursework. Whereas the current IB curriculum is very broad, with numerous courses that have at best a tangential connection to international business, the proposed changes provide students with a deeper understanding of international business issues, and cross-border business activities, and enable students to build their ability to analyze such business relationships more effectively.

This is also a Catalog related issue that results from the page to be edited still pulling in this concentration even though the Entrepreneurship concentration within the BS in Management was eliminated as part of EP.19.07 (<https://www.senate.illinois.edu/20180924senate/ep1907final.pdf>) which was approved by the Senate on 9/24/2018, the Board of Trustees on 11/15/18, and acknowledge by IBHE on 12/18/18. Because this proposal replaced the concentration with a major, Catalog updating was reliant on IBHE's review and approval of the establishment of that new major, which did not happen until 5/10/19.

Corresponding Degree

BS Bachelor of Science

Is this program interdisciplinary?

No

Academic Level

Undergraduate

CIP Code

520299 - Business Administration, Management and Operations, Other.

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Admission Requirements

Is this revision a change to the admission status of the program?

No

Enrollment

Describe how this revision will impact enrollment and degrees awarded.

N/A

Estimated Annual Number of Degrees Awarded

What is the matriculation term for this program?

Fall

Delivery Method

Is this program available on campus and online?

No

This program is available:

On Campus

Budget

Are there budgetary implications for this revision?

No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

Resources

Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

None

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

None

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects impacted by the creation/revision of this program?

No

Financial Resources

Will the unit need to seek campus or other external resources?

No

Will an existing tuition rate be used or continue to be used for this program?

Yes

Program Regulation and Assessment

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

Revised programs

Management Major Side-by-Side for IB proposal.xlsx

Attach a side-by-side comparison with the existing program AND, if the revision references or adds "chosed-from" lists of courses students can select from to fulfill requirements, a listing of these courses, including the course rubric, number, title, and number of credit hours.

Catalog Page Text

Statement for Programs of Study Catalog

Minimum requirements for the major in the Bachelor of Science Degree in Management are:

Code	Title	Hours
Required Courses		
BADM 311	Leading Individuals and Teams (Prerequisite:BADM 310)	3
BADM 312	Designing and Managing Orgs (Prerequisite:BADM 310)	3
BADM 313	Strategic Human Resource Management (Prerequisite:BADM 310)	3
BADM 314	Leading Negotiations	3
BADM 199	Undergraduate Open Seminar (Section AL1 or AL2 Business in Action)	3
Select from the following Major Electives:		
BADM 329	New Product Development (Prerequisite:BADM 320)	3
BADM 340	Ethical Dilemmas of Business	3
BADM 350	IT for Networked Organizations	3
BADM 353	Info Sys Analysis and Design (Prerequisite:BADM 350)	3
BADM 375	Operations Management	3
BADM 377	Project Management	3
BADM 378	Logistics Management	3
BADM 380	International Business	3
BADM 381	Multinational Management	3
BADM 403	Corporate & Commercial Law	3

BADM 445	Small Business Consulting
BADM 446	Entrepreneurship: New Venture Creation
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Total Hours	24

EP Documentation

Attach Rollback/Approval Notices

ep20111_email to sponsor_20200220.pdf

DMI Documentation

Banner/Codebook Name

BS: Management -UIUC

Program Code:

10KM5073BS

Degree Code

BS

Major Code

5073

Program Reviewer Comments

Kathy Martensen (kmartens) (Fri, 17 Jan 2020 22:38:50 GMT):Rollback: Add the brief description/justification from program key 949 into this proposal.

Barbara Lehman (bjlehman) (Fri, 21 Feb 2020 19:32:51 GMT):Rollback: Rollback: Please see attached email under EP Documentation. Thank you

Key: 100

Current Configuration
Management Major
General Management Concentration

(Management Major students currently have to choose either this concentration or the International Business concentration which is being replaced by the International Business minor, separately documented)

Major Core Requirement	
BADM 311 – Leading Individuals and Teams	3 Hours
BADM 312 – Designing and Managing Organizations	3 Hours
BADM 313 – Strategic Human Resource Management	3 Hours
BADM 314 – Negotiation	3 Hours
BADM 199, Sec AL1-AL2 – Business in Action*	3 Hours
Major Core Required Hours	15 Hours
Major Elective Requirement - Choose from these:	
BADM 329 – New Product Development	3 Hours
BADM 353 – Information Systems Analysis and Design	3 Hours
BADM 377 – Project Management	3 Hours
BADM 378 – Logistics Management	3 Hours
BADM 380 – International Business	3 Hours
BADM 403 – Principles of Business Law	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	9 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, management majors 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.

Proposed Configuration
Management Major
(for all students - all concentrations removed)

(Course requirements identical to prior general management concentration requirements)

Major Core Requirement	
BADM 311 – Leading Individuals and Teams	3 Hours
BADM 312 – Designing and Managing Organizations	3 Hours
BADM 313 – Strategic Human Resource Management	3 Hours
BADM 314 – Negotiation	3 Hours
BADM 199, Sec AL1-AL2 – Business in Action*	3 Hours
Major Core Required Hours	15 Hours
Major Elective Requirement	
BADM 329 – New Product Development	3 Hours
BADM 353 – Information Systems Analysis and Design	3 Hours
BADM 377 – Project Management	3 Hours
BADM 378 – Logistics Management	3 Hours
BADM 380 – International Business	3 Hours
BADM 403 – Principles of Business Law	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	9 Hours
Major Total Required Hours	24 Hours

From: [Love, E Geoffrey](#)
To: [Zilles, Craig](#); [Clougherty, Joseph A](#)
Cc: [Lehman, Barbara J](#)
Subject: Re: More information/revisions requested for EP 20.111
Date: Thursday, February 20, 2020 11:03:23 AM

Hi Craig,

Thank you for the note. We'll update to reference the new curriculum properly and address the other issues you identified.

Best,

Geoff Love

From: Zilles, Craig <zilles@illinois.edu>
Sent: Thursday, February 20, 2020 10:56 AM
To: Love, E Geoffrey <gllove@illinois.edu>; Clougherty, Joseph A <jaclough@illinois.edu>
Cc: Lehman, Barbara J <bjlehman@illinois.edu>
Subject: More information/revisions requested for EP 20.111

Prof. Love, Clougherty -

I'm a member of the Educational Policy committee that is reviewing the changes to the B.S. Management with respect to the International Business minor. It has been brought to my attention that the EP 20.111 proposal references an old version of the business curriculum (e.g., Econ 302 is no longer required, there is a new required course in operations management, and there are college-wide courses BUS 301 and BUS 401). Furthermore, the proposal seems to be removing the Management Major-Entrepreneurship Concentration, but that isn't referenced anywhere in the package of proposals. Finally, the proposal seems to be missing a side-by-side comparison between the existing program and the proposed program; specifically, the proposal doesn't clearly distinguish which parts of the B.S. Management are persisting from before and which are new to replace the removed concentrations.

Barb (cc'ed) on this email will roll back the proposal for you. Thanks for your consideration.

— Craig