

**APPROVED BY SENATE**  
**02/08/2021**

# 10KS9875MBAU: BUSINESS ADMINISTRATION, MBA - ONLINE (IMBA)

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## In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1902 Committee Chair (mwolter@illinois.edu; jloew@illinois.edu; bfulton@illinois.edu)
3. 1902 Head (cotnes@illinois.edu)
4. KM Grad Committee Chair (jloew@illinois.edu; wbe@illinois.edu)
5. KM Committee Chair (josephm@illinois.edu)
6. KM Dean (peecher@illinois.edu; mlschltz@illinois.edu)
7. University Librarian (jpwilkin@illinois.edu)
8. Grad\_College (agrindly@illinois.edu; jch@illinois.edu; lowry@illinois.edu)
9. Provost (kmartens@illinois.edu)
10. Senate EPC (bjlehman@illinois.edu; moorhouz@illinois.edu; kmartens@illinois.edu)
11. Senate (jtempel@illinois.edu)
12. U Senate Conf (none)
13. Board of Trustees (none)
14. IBHE (none)
15. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

## Approval Path

1. Fri, 30 Oct 2020 19:31:56 GMT  
Deb Forgacs (dforgacs): Approved for U Program Review
2. Fri, 30 Oct 2020 19:32:30 GMT  
Brian Fulton (bfulton): Approved for 1902 Committee Chair
3. Fri, 30 Oct 2020 19:41:34 GMT  
Cele Otnes (cotnes): Approved for 1902 Head
4. Fri, 30 Oct 2020 19:44:58 GMT  
Brooke Elliott (wbe): Approved for KM Grad Committee Chair
5. Tue, 17 Nov 2020 16:08:52 GMT  
Joseph Mahoney (josephm): Approved for KM Committee Chair
6. Wed, 02 Dec 2020 15:59:17 GMT  
Mark Peecher (peecher): Approved for KM Dean
7. Wed, 02 Dec 2020 16:33:55 GMT  
John Wilkin (jpwilkin): Approved for University Librarian
8. Thu, 10 Dec 2020 20:05:36 GMT  
Allison McKinney (agrindly): Approved for Grad\_College
9. Thu, 10 Dec 2020 23:12:28 GMT  
Kathy Martensen (kmartens): Approved for Provost

## History

1. Aug 3, 2019 by Mary Lowry (lowry)
2. Sep 26, 2019 by Mary Lowry (lowry)

Date Submitted: Thu, 29 Oct 2020 21:28:48 GMT

## Viewing: 10KS9875MBAU : Business Administration, MBA - Online (iMBA)

Changes proposed by: Whitney Smith

## 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***

Change from two required focus area specializations to one focus area specialization plus elective courses to provide more flexibility to students.

**EP Control Number**

EP.21.054

**Official Program Name**

Business Administration, MBA - Online (iMBA)

**Effective Catalog Term**

Spring 2021

**Sponsor College**

Gies College of Business

**Sponsor Department**

Business Administration

**Sponsor Name**

W. Brooke Elliott; Jeff Loewenstein

**Sponsor Email**

wbe@illinois.edu; jloew@illinois.edu

**College Contact**

Whitney Smith

**College Contact Email**

wsmith42@illinois.edu

## Program Description and Justification

### Justification for proposal change:

This change will allow students to create a more customizable path in their degree program. Instead of requiring two pre-determined focus areas, students will be required to take one focus area specialization and either either an additional focus area specialization or 12-credit hours from a list of approved iMBA courses.

### Corresponding Degree

MBA Master of Business Administration

### Is this program interdisciplinary?

No

### Academic Level

Graduate

### Will you admit to the concentration directly?

No

### Is a concentration required for graduation?

No

### CIP Code

520201 - Business Administration and Management, General.

### Is This a Teacher Certification Program?

No

### Will specialized accreditation be sought for this program?

No

## Admission Requirements

### Desired Effective Admissions Term

Spring 2021

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

No

## **Enrollment**

**Describe how this revision will impact enrollment and degrees awarded.**

We do not expect the change to impact enrollment.

**Estimated Annual Number of Degrees Awarded**

**Year One Estimate**

admin migration

**5th Year Estimate (or when fully implemented)**

admin migration

**What is the matriculation term for this program?**

Fall

**What is the typical time to completion of this program?**

2-3 years

**What are the minimum Total Credit Hours required for this program?**

72

## **Delivery Method**

**Is this program available on campus and online?**

No

**This program is available:**

Online Only

**Describe the use of this delivery method:**

Online only.

## **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**

**For each of these items, be sure to include in the response if the proposed new program or change will result in replacement of another program(s). If so, which program(s), what is the anticipated impact on faculty, students, and instructional resources? Please attach any letters of support/ acknowledgement from faculty, students, and/or other impacted units as appropriate.**

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.**

No additional faculty resources will be necessary as the courses already exist.

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.**

There will be no impact.

## 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 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

**Are you seeking a change in the tuition rate or differential for this program?**

No

**Is this program requesting self-supporting status?**

No

## Program Regulation and Assessment

**Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).**

Learning objectives:

1. Understand the core business functions and the foundational skills needed to integrate these functions into an organization.
2. Demonstrate critical thinking, employing appropriate analytical models and apply reasoning to evaluate evidence, select among alternatives, and generate creative options.
3. Determine the effectiveness with which goals are defined and achieved in team environments, assess the contributions made by themselves as well as by their peers within those environments, and to identify and resolve conflicts.
4. Communicate effectively in diverse business settings.

These learning objectives will continue to be assessed in alignment with the campus and college AACSB accreditation plans.

**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

iMBA Proposed Course Structure 10-12-2020.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

### Program Requirements

Code	Title	Hours
BADM 508	Leadership and Teams	4
BADM 509	Managing Organizations	4
BADM 520	Marketing Management	4
BADM 544	Strategic Management	4
BADM 567	Process Management	4
BADM 572	Stat for Mgt Decision Making	4
ACCY 500	Accounting Measurement, Reporting, and Control	4
ACCY 503	Managerial Accounting	4
FIN 511	Investments	4
FIN 520	Financial Management	4
ECON 528	Microeconomics for Business	4
ECON 529	Macroeconomics for Business	4
<b>Complete two of the following Focus Areas</b>		<b>24</b>
<b>Complete one of the following Focus Areas</b>		<b>12</b>
<b>Digital Marketing</b>		
MBA 541	Marketing in a Digital World	
MBA 542	Digital Marketing Analytics	
MBA 543	Digital Media & Marketing	
MBA 544	Marketing in an Analog World	
MBA 590	Specialization Capstone	
<b>Global Challenges in Business</b>		
MBA 546	Global Business Horizons	
MBA 547	Global Impact: Cultural Psychology & Business Ethics	
MBA 548	Global Strategy	
MBA 590	Specialization Capstone	
<b>Entrepreneurship &amp; Strategic Innovation</b>		
MBA 551	Strategic Innovation	
MBA 552	Fostering Creative Thinking	
MBA 553	Entrepreneurship: From Startup to Growth	
MBA 590	Specialization Capstone	
<b>Data Insights to Business and Operational Excellence</b>		

MBA 561	Introduction to Business Analytics with R	
MBA 562	Introduction to Business Analytics: Communicating with Data	
MBA 563	Data Toolkit: Business Data Modeling & Predictive Analytics	
MBA 564		
MBA 564	Applying Analytics Across Business Functions	
MBA 590	Specialization Capstone	
<b>Choose an additional Focus Area from the list above or 12 hours from the following courses:</b>		
MBA 541	Marketing in a Digital World	
MBA 542	Digital Marketing Analytics	
MBA 543	Digital Media & Marketing	
MBA 544	Marketing in an Analog World	
MBA 546	Global Business Horizons	
MBA 547	Global Impact: Cultural Psychology & Business Ethics	
MBA 548	Global Strategy	
MBA 551	Strategic Innovation	
MBA 552	Fostering Creative Thinking	
MBA 553	Entrepreneurship: From Startup to Growth	
MBA 561	Introduction to Business Analytics with R	
MBA 562	Introduction to Business Analytics: Communicating with Data	
MBA 563	Data Toolkit: Business Data Modeling & Predictive Analytics	
MBA 564	Applying Analytics Across Business Functions	
BADM 589	Project Management	
MBA 591	Program Capstone	0
<b>Total hours</b>		<b>72</b>

### Other Requirements (may overlap)

Requirement	Description
Complete any two specialization capstones (MBA 590) plus an integrated capstone final project (MBA 591)	
Complete any two core or focus area specialization capstones (MBA 590) plus an integrated capstone final project (MBA 591)	
The prescribed courses may only be used to satisfy the requirements of one specialization.	
Course substitutions may be approved by the Department of Business Administration.	
Minimum Hours Required Within the Unit:	72
Minimum 500-level Hours Required Overall:	72
Minimum GPA:	2.75

### EP Documentation

### DMI Documentation

#### Banner/Codebook Name

MBA: iMBA Online -UIUC

#### Program Code:

10KS9875MBAU



**Degree Code**

MBA

**Major Code**

9875

Key: 596

Current		Proposed			
BADM 508	Leadership and Teams	4	BADM 508	Leadership and Teams	4
BADM 509	Managing Organizations	4	BADM 509	Managing Organizations	4
BADM 520	Marketing Management	4	BADM 520	Marketing Management	4
BADM 544	Strategic Management	4	BADM 544	Strategic Management	4
BADM 567	Process Management	4	BADM 567	Process Management	4
BADM 572	Stat for Mgt Decision Making	4	BADM 572	Stat for Mgt Decision Making	4
ACCY 500	Accounting Measurement, Reporting, and C	4	ACCY 500	Accounting Measurement, Reporting, ar	4
ACCY 503	Managerial Accounting	4	ACCY 503	Managerial Accounting	4
FIN 511	Investments	4	FIN 511	Investments	4
FIN 520	Financial Management	4	FIN 520	Financial Management	4
ECON 528	Microeconomics for Business	4	ECON 528	Microeconomics for Business	4
ECON 529	Macroeconomics for Business	4	ECON 529	Macroeconomics for Business	4
Complete two of the following Focus Areas:		24	Complete one of the following Focus Areas:		12
Digital Marketing		Digital Marketing			
MBA 541	Marketing in a Digital World	MBA 541	Marketing in a Digital World		
MBA 542	Digital Marketing Analytics	MBA 542	Digital Marketing Analytics		
MBA 543	Digital Media & Marketing	MBA 543	Digital Media & Marketing		
MBA 544	Marketing in an Analog World	MBA 544	Marketing in an Analog World		
MBA 590	Specialization Capstone	MBA 590	Specialization Capstone		
Global Challenges in Business		Global Challenges in Business			
MBA 546	Global Business Horizons	MBA 546	Global Business Horizons		
MBA 547	Global Impact: Cultural Psychology & Business Ethics	MBA 547	Global Impact: Cultural Psychology & Business Ethics		
MBA 548	Global Strategy	MBA 548	Global Strategy		
MBA 590	Specialization Capstone	MBA 590	Specialization Capstone		
Entrepreneurship & Strategic Innovation		Entrepreneurship & Strategic Innovation			
MBA 551	Strategic Innovation	MBA 551	Strategic Innovation		
MBA 552	Fostering Creative Thinking	MBA 552	Fostering Creative Thinking		
MBA 553	Entrepreneurship: From Startup to Growth	MBA 553	Entrepreneurship: From Startup to Growth		
MBA 590	Specialization Capstone	MBA 590	Specialization Capstone		
Data Insights to Business and Operational Excellence		Data Insights to Business and Operational Excellence			
MBA 561	Introduction to Business Analytics: Data and the Firm	MBA 561	Introduction to Business Analytics: Data and the Firm		
MBA 562	Introduction to Business Analytics: Communicating with	MBA 562	Introduction to Business Analytics: Communicating with Data		
MBA 563	Data Toolkit: Business Data Modeling & Predictive Analy	MBA 563	Data Toolkit: Business Data Modeling & Predictive Analytics		
MBA 564	Applying Analytics Across Business Functions	MBA 564	Applying Analytics Across Business Functions		
MBA 590	Specialization Capstone	MBA 590	Specialization Capstone		
		Complete an additional focus area from the list above or 12 ho		12	
		MBA 541	Marketing in a Digital World (2 hours)		
		MBA 542	Digital Marketing Analytics		
		MBA 543	Digital Media & Marketing		
		MBA 544	Marketing in an Analog World (2 hours)		
		MBA 546	Global Business Horizons		
		MBA 547	Global Impact: Cultural Psychology & Business Ethics		
		MBA 548	Global Strategy		
		MBA 551	Strategic Innovation		
		MBA 552	Fostering Creative Thinking		
		MBA 553	Entrepreneurship: From Startup to Growth		
		MBA 561	Introduction to Business Analytics: Data and the Firm		
		MBA 562	Introduction to Business Analytics: Communicating with Data		
		MBA 563	Data Toolkit: Business Data Modeling & Predictive Analytics		
		MBA 564	Applying Analytics Across Business Functions		
		BADM 589	Project Management (*Proposed as a 4-hour online course, currently just 2-hour residential course)		
MBA 591	Program Capstone	0	MBA 591	Program Capstone	0
Total hours		72	Total hours		72
Other Requirements (may overlap)		Other Requirements (may overlap)			
Grad Other Degree Requirements		Grad Other Degree Requirements			
Requirement	Description	Requirement	Description		
		The prescribed courses may only be used to satisfy the requirements of one specialization.			
		Course substitutions may be approved by the Department of Business Administration.			
Complete any two specialization capstones (MBA 590) plus an integrated capstone fi		Complete any two core or focus area specialization capstones (MBA 590) plus an integrated capstone final project (MBA 591)			
Minimum Hours Required W	72	Minimum Hours Requ	72		
Minimum 500-level Hours R	72	Minimum 500-level H	72		
Minimum GPA:	2.75	Minimum GPA:	2.75		