

## Proposal

### Description of program

The change requested is to convert all options in the School of Business Administration to majors. Currently, the School of Business Administration at The University of Montana—Missoula offers six options for its undergraduate program. All business students take a core set of courses plus an option.

Core Courses (Requested changes for the 2006-07 catalog are included.)

Enex 101	English Composition
Comm 111	Introduction to Public Speaking
Math 117	Probability and Linear Math
CS 172	Introduction to Computer Modeling
Math 241	Statistics
IS 270	Management Information Systems
Econ 111	Microeconomics
Econ 112	Macroeconomics
Acct 201	Financial Accounting
Acct 202	Managerial Accounting
Badm 257	Business Law
Fin 322	Business Finance
Mgmt 340	Management and Organizational Behavior
IS 341	Operations Management
Mktg 360	Marketing Principles

One capstone course chosen from:

Mgmt 445	Small Business Management and Strategic Planning
Mgmt 446	Strategic Management
IS 448	Management Game

In addition, all students must choose an option from the following:

#### Accounting

Acct 310	Accounting Information Systems
Acct 311	Intermediate Accounting I
Acct 312	Intermediate Accounting II
Acct 421	Cost Management I
Acct 431	Income Tax
Acct 441	Auditing
Acct 451	Non Profit Accounting

Plus one of the following

Acct 313	Advanced Accounting Topics
Acct 422	Cost Management II
Acct 495	Special Topics

#### Finance

Fin 420	Investments
Fin 424	Financial Markets
Fin 429	Financial Management I Theory and Analysis
Fin 439	Financial Management II Analysis and Problems
Math 150	Applied Calculus instead of Math 117

Plus one of the following:

Acct 311	Intermediate Accounting I
Acct 421	Cost Management I
Fin 301	Financial Statement Analysis
Fin 495	Financial Analysis of Business
Econ 311	Intermediate Microeconometrics
Econ 460	Econometrics

Plus three additional courses at the 300-400 level, in one of the following programs of study: Banking/Investments, Financial Planning/Services, Accounting/Corporate, Economics, Information Systems, or International Finance.

#### Information Systems

IS 370	Database Management Systems
IS 371	Business Applications Development
IS 372	Telecommunications Management
IS 373	Systems Analysis and Design
IS 476	Project Management

Plus one of the following

IS 491	Information Systems Practicum
IS 498	Information Systems Internship

Plus two of the following

IS 452	Management Science
IS 453	Manufacturing Planning and Control
IS 471	Fundamentals of Network Management
IS 472	Advanced Network Management
IS 474	Quality Management Systems
IS 475	Advanced Technology Support
IS 477	Multimedia Development for Business
IS 478	Development of E-Commerce Systems
IS 495	Special Topics (up to 6 credits)
IS 496	Independent Study (up to 6 credits)
Mktg 460	High-Technology Products and Innovations
Acct 310	Accounting Information Systems
Upper-division computer science (up to 6 credits)	
C&I 341	Information Management and Design
C&I 444	Advanced Technology and Supervision
CS 181	Electronic Publishing on the World Wide Web
Math 381	Discrete Optimization
Math 382	Linear Optimization

#### International Business

Four semesters of a foreign language	
Mgmt 368	International Business
Mgmt 480	Cross-Cultural Management

Plus one of the following

Mgmt 465	World Trade and Commerce
Mgmt 485	Seminar in Contemporary International Issues

Nine credits approved by the international business advisor and selected from internationally-focused courses on campus, an international exchange, an international internship, or a study-abroad program.

#### Management

Mgmt 344	Human Resource Management
Mgmt 348	Entrepreneurship
Mgmt 368	International Business
Mgmt 420	Leadership and Motivation
Mgmt 444	Management Communication

Plus three of the following

Mgmt 430	Business Negotiations
Mgmt 440	Business Ethics
Mgmt 449	Business Plan Implementation
Mgmt 480	Cross-Cultural Management
Mgmt 495	Special Topics
Mgmt 498	Management Internship

#### Marketing

Mktg 362	Consumer Behavior
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Mktg 363	Marketing Communication
Mktg 366	Marketing Research
Mgmt 368	International Business
Mktg 461	Marketing Management

Plus three of the following

Mktg 369	Advertising Competition
Mktg 410	Marketing Channels
Mktg 411	Service and Relationship Marketing
Mktg 412	Nonprofit Marketing
Mktg 460	High-Technology Products and Innovations
Mktg 495	Special Topics
Mktg 498	Marketing Internship
Mgmt 444	Management Communications

### Documented Need

The School of Business Administration has served Montana since 1916, when our first class graduated from the Department of Commerce. Since that time, SOBA has grown to be a major participant in the vitality and health of The University of Montana. In 2004 (the most recent data available), SOBA graduated 411 undergraduates, 22.5% of all undergraduate degrees awarded by the university. Over the last five years, SOBA programs annually graduated, on average:

Accounting	55.0
Finance	49.5
Information Systems	42.8
International Business	23.2
Management	95.2
Marketing	96.5

As our programs have developed over the years, students have been exposed to richer and more diverse experiences. In response to student demand, SOBA developed new options in international business and information systems. In addition, students can choose groups of courses in areas such as entrepreneurship and entertainment management. The depth of courses available in each of the current options surpasses the perception of a mere concentration, emphasis or option. Our programs are now equivalent, in content and credit hours, to the majors offered by leading business schools in the country.

A survey of a small sample of AACSB accredited schools indicated that programs are variously called concentrations, emphases, options, and majors with little correlation to the number of credit hours required in the program. All of our programs require at least 24 credit hours beyond the 49 credit hour core (22 of those credits are taken outside of SOBA). Many of the programs designated as majors in our sample required fewer than 24 additional hours in a particular subject area beyond the core. Our programs were among the most extensive of the programs that were designated as majors.

Although we have no way to know how many of our students have failed to obtain jobs because of the taxonomy of our programs, we do have anecdotal evidence. In an interview with the FBI, one exceptional graduate was told that the FBI only hires people with majors in information systems. The recruiter questioned the student's background because he had an option instead of a major. A faculty member in SOBA researched the top information systems programs in the country and was able to satisfy the recruiter that the material covered in the student's option was comparable to majors in information systems at several prestigious schools of business.

The School of Business Administration requests that all options be converted to majors. Our many outstanding graduates deserve to be on a level playing field with graduates from other leading business schools.

### Additional Courses

No additional courses are necessary.

### Adequacy of Current Resources

No additional resources are necessary.

**Accreditation Status**

The School of Business Administration at The University of Montana—Missoula has been continuously accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB) since 1949, one of the first 50 schools to be accredited. There are no additional standards that must be met for programs called majors instead of options.

**Assessment Plan**

Assessment plans for each department are already filed with the Provost's Office.

**Additional Faculty Requirements**

No new faculty members are required to offer majors instead of options.

**Impact on Facilities**

Majors instead of options will not cause additional impact on SOBA or university facilities.

**Cost Analysis**

No additional costs will be incurred in converting from options to majors.

**Enrollment Impact**

We expect to see an increase in enrollment as prospective students perceive our programs to be of better quality than schools offering concentrations, emphases, and options.

**Relationship to other campus programs**

Most undergraduate programs on campus are designated as majors. No other program will be affected in a material way by converting options to majors. Some catalog copy may have to be edited if other programs refer to our options in their descriptions of joint or cooperative programs.

**Relationship to Other Institutions**

The School of Business Administration should be able to compete more favorably for new students if options are converted to majors. Otherwise, there should be no impact on other institutions.

**Description of Proposal Development Process**

The proposal originated in the SOBA Undergraduate Curriculum and Assessment Committee. The committee brought a seconded motion to the SOBA faculty, where the motion was approved. The Dean of the School of Business Administration then signed the documents necessary to submit the proposal to the Provost's Office and the Faculty Senate. The Senate approved the proposal in November 2005.