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**Department of Management
Jon M. Huntsman School of Business
Utah State University**

Proposed Curriculum Revisions

The Need and Purpose

Over the years the courses and programs of study sponsored by the Management Department in the Huntsman School of Business have proliferated through mergers with other departments and programs, often out of necessity rather than by design. The result has been the emergence of a collection of seven majors that in some cases are outdated, and as a group have become increasingly difficult to deliver with existing faculty resources.

The Management Department faculty has known that its majors needed critical review and restructuring to prepare its graduates for career paths in a job market that has changed significantly. In addition, as a Land Grant Institution, the Management Department has a responsibility to deliver high quality programs of study throughout the State of Utah. R312-8 states that the Management Department has a statewide responsibility to deliver business education. The proposed changes will make every degree offered by the Management Department scalable to the entire State of Utah with the same academic curriculum students would receive if they were in a Utah State University on-campus classroom.

The proposed curricular revisions will provide the course content necessary to prepare graduates for today's job markets. As will be described, the design change eliminates four majors and concentrates faculty resources and assets on three majors.

Management Department Curriculum

The entire Management Department faculty and staff, including Regional Campus and Distance Education faculty, have worked together to restructure the curriculum, focusing upon functional specializations, cutting edge pedagogy and design excellence. The objectives the Department sought to achieve in the redesign included the following:

1. Focus on building brands and degrees of distinction that would bring state and national recognition for graduates.
2. Build degrees that would best prepare students for effective job market entry.
3. Ensure that the content in the courses and degrees offered is complete, current, and rigorous.
4. Optimize human capital, resources, and assets of the department.
5. Prepare students for the realities of not only the current business environment but also equip students for challenges of the future.

The Management Department has restructured its majors and upon approval will begin to implement the curriculum design in the fall of 2012.

The Management Department will offer programs of study in the following three existing majors:

1. Business Administration. The business administration major prepares students for positions such as Business Manager, Business Analyst, Benefits Administrator, Account Executive, Department Administrator and Entry Level Professional Positions. The redesigned major requires 69 credits (40 credits of Huntsman School of Business Acumen, 29 credits focusing upon the Business Administration discipline).
2. International Business. Approximately 60% of USU business student have foreign language competency. The international business major develops the skills and knowledge needed to provide leadership in the global marketplace. This requires not only being able to manage customers, products, and processes in global supply chains, but also understanding the social, political, and cultural dimensions of business in an international environment. The restructured International Business major requires 70 credits (40 credits of Huntsman School of Business Acumen and 30 credits focusing upon the international business discipline).
3. Marketing. The marketing major was completely restructured to ensure that USU graduates have the skills to succeed in a marketing career. The major ensures that graduates are able to perform rigorous market analysis, write marketing plans, lead sales teams and accounts, build strong brands and position products effectively in competitive market places. The redesigned major requires 67 credits (40 credits of Huntsman School of Business Acumen and 27 credits focusing upon the marketing discipline).

Department of Management has several minor degrees that are proposed, pending or currently exist. The Management Department faculty spoke with key stakeholders including future employers and industry thought leaders and determined that the minors listed below; along with the revised management majors prepare Utah State University students to succeed in today's job market and help them achieve their career goals.

1. Entrepreneurship (proposed minor, attachment A)
2. Hospitality and Tourism Management (proposed minor, attachment B)
3. Human Resource Management
4. International Business
5. Management
6. Operations Management

The Management Department faculty proposes to eliminate four majors. The elimination of the four majors allows better asset utilization and improved focus on areas in which distinction can be achieved by concentrating on the three majors described above. The detailed justification for the elimination of each degree can be found in the attachments. The degrees proposed for elimination include the following:

1. Human Resources (attachment C)
2. Operations Management (attachment D)
3. Entrepreneurship (attachment A)
4. Bachelor of Business (BUS, attachment E)

Implementation of the Proposed Curriculum

Students who have declared Human Resources, Operations Management, Entrepreneurship or BUS majors and are currently enrolled in those programs of study will be allowed to complete their degree. They will be phased out over a three-year period as described below. By 2015 all students enrolled in the Human Resources, Operations Management, Entrepreneurship and/or Bachelor of Business degrees will have graduated and the three, restructured majors will be delivered by the Management Department.

2012:

Incoming freshman will declare one of the three Management Department majors (Business Administration, International Business or Marketing) and enroll in University General Education courses during their first year of studies.

Sophomores will enroll in the Jon M. Huntsman School of Business Acumen Courses (courses are scaled for RCDE students)

Juniors will complete Jon M. Huntsman School of Business Acumen Courses and begin Major courses in Business Administration, International Business and Marketing or in one of the discontinued majors that includes Human Resources, Operations Management, Entrepreneurship and BUS majors.

Seniors will complete major coursework in all degrees that may include the discontinued degrees.

2013:

Sophomores will enroll in the Jon M. Huntsman School of Business Acumen Courses (courses are scaled for RCDE students)

Juniors will complete Jon M. Huntsman School of Business Acumen Courses and begin Major courses in Business Administration, International Business and Marketing or in one of the discontinued majors that includes Human Resources, Operations Management, Entrepreneurship and BUS majors.

Seniors will complete major coursework in all degrees that may include the discontinued degrees.

2014:

Juniors will complete Jon M. Huntsman School of Business Acumen Courses and begin Major courses in Business Administration, International Business and Marketing (Major courses will be scaled for RCED students).

Seniors will complete major coursework in all degrees that may include the discontinued degrees.

2015:

Seniors will complete course requirements for degrees in Business Administration, International Business and Marketing (all courses will be scaled for RCED students). Beginning the fall 2015 all students will be enrolled in one of the three Management Department Majors and/or the minor offerings. All discontinued degrees will have been phased out.

Attachment E

Section I: Request

The Jon M. Huntsman School of Business at Utah State University proposes to eliminate the Bachelor of Business (BUS) Major offered by the Huntsman School. The BUS Major does not have a departmental home and was launched primarily for distance education students. However, given the computer and distance learning technology now available, the Huntsman School can provide departmental majors to distance education as well as traditional students. The transition would be phased in and current BUS Majors will be allowed to complete their degrees under the current system. As a result, the impact on the BUS Majors will be minimal. All future students at the Jon M. Huntsman School of Business will all have an academic, departmental home for their majors and their business courses.

Section II: Need

The BUS Major was started to provide business education to distance education students when the current distance learning and computer technology did not exist. The advancement of computer and distance learning technology since the degree was created has made the BUS Degree unnecessary. Distance learning technology will allow the school to avoid duplication and achieve economies of scale with the classes and majors already in place. Given the new distance learning technology, the time has come to eliminate the BUS Major and make available the majors currently offered through the departments in the Jon M. Huntsman School of Business to all USU students.

Section III: Institutional Impact

The BUS Degree will be phased out. Existing BUS Majors will be allowed to complete their degrees. There are currently 80 on-campus and 252 distance education BUS Majors (Fall 2011). Future on-campus business students will declare a major offered by the departments within the Jon M. Huntsman School. Current Logan campus BUS Majors may choose to change to a departmental major at any time. There is current capacity within the majors offered by the Huntsman School to assimilate those Logan-campus students.

Current Regional Campus and Distance Education students will be given the choice to complete their BUS Degree they have started or switch to a departmental major. The 252 students will be offered the same courses as the departmental majors on-campus using the distance learning delivery system already in place. The Department Heads and Faculty will manage, design, and ensure delivery of the majors and classes in partnership with the Dean's Office of the Huntsman School. That structure is in place and will not change with the elimination of the BUS Degree.

Classes required for the departmental degree will be taught at the regional campuses by faculty where possible. If a critical mass of students for the course exists or if that is not possible, distance education students will receive the course through transmission with distance learning technology. Students enrolled in a course must either view the class live at the regional campus or view the recorded session during the week in which the course sessions are taught. Faculty for distance students will be required to hold weekly, teleconference office hours to answer questions and provide individual consultation.

Section IV: Finances

The cost associated with eliminating the BUS Degree to on-campus students is negligible. Current students will be allowed to complete their degree if that is their choice. Future students will select from among the majors offered by the departments and enroll in those courses. The Huntsman School of Business has the capacity to assimilate these students into its current structure. All structures for the management and delivery of the departmental degrees are in place. No new administrative unit is necessary.

Distance education will require transmission and recording equipment that already exists.