Northwest Missouri State University
Board of Regents
Date of Meeting: March 16, 2010

Leadership Team Member: Douglas Dunham       Agenda Item: Curriculum Proposals

Background:

BOOTH COLLEGE OF BUSINESS AND PROFESSIONAL STUDIES, Computer Science/Information Systems

Proposal #109-44-15. Deletion of certificate Program: Medical Administrative Assistant. Enrollment in this program has been very low in recent years. Only three students have completed the program in the last 8 years. No students are currently enrolled in the program.

BOOTH COLLEGE OF BUSINESS AND PROFESSIONAL STUDIES, Marketing/Management

Proposal #209-54-04. Change in course: Change in credit hours. 54-619, Problems in Business. OLD: 3 credit hours. NEW: 3-6 credit hours. This course serves as an independent study course in the MBA program. There is an increasing number of MBA students studying abroad; most study abroad programs require students to enroll in at least 6 hours of credit. Increasing the credit hours for Problems in Business will provide the flexibility necessary to assist students in optimizing their study abroad hours. Additionally, because MBA students have 3 hours of free electives, this course also can serve other graduate students who might need these elective hours to complete the MBA program.

Proposal #210-55-01. Change in major: Marketing. The department benchmarked marketing programs at selected and high quality peer institutions. The results reveal that of the 47 institutions benchmarked, only two institutions included Managerial Accounting in their curriculum. After consulting with the departments professional advisory board, the department proposes to:
   Remove Acct 51-408 (3 cr) from required courses and replace it with 55-332 Promotion (3 cr; currently this course list listed as an elective option)
   Add two courses to the 6 hours of required elective options: 54-415 Business internship and 55-440 Business Study Abroad
   Replace current “recommended elective” course listings with the phrase “300- or 400-level advisor-approved elective”
The number of hours required in the major remains unchanged.

Proposal #210-54-02. Change in major: Business Management. The department benchmarked marketing programs at selected and high quality peer institutions. The results reveal that of the 47 institutions benchmarked, only five institutions included Managerial Accounting in their curriculum. After consulting with the departments professional advisory board, the department proposes to:
   Increase the number of required courses from 12 hours to 15 hours
   Remove Acct 51-408 (3 cr) from required courses
   Add 54-318 Entrepreneurship (3 cr) and 54-320 Negotiations (3 cr) as required courses; currently these courses are list listed as an elective options
   Add three courses to the 6 hours of required elective options: 54-415 Business internship; 55-440 Business Study Abroad; and 54-436 Multinational Management
   Reduce the number of current “300- or 400-level advisor-approved elective” hours from 6 hours to 3 hours
The number of hours required in the major remains unchanged.

**COLLEGE OF ARTS AND SCIENCES, Art**

**Proposal #109-13-03.** Change in course name. Change 13-305 *Color and Digital Photography* to *Advanced Digital Photography*

**Issue:** I recommend approval

**President’s Recommendation:**

I move for approval.