

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

Leadership Team Member: Douglas Dunham

Agenda Item: Curriculum Proposals

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**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*

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**Issue:** I recommend approval

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**President's Recommendation:**

I move for approval.