

change 2013-2017

Curriculum Committee Expected Activities for 2013-14

In order to have curricular changes appear in the 2014-15 Catalog, the Committee must address a series of questions during Fall 2013, all of which need some kind of resolution no later than January 31, 2014 so that appropriate paperwork can be completed and approved by the Dean and the Academic Affairs Council.

Key Curricular Questions

For the **major and minor in Business Administration:**

Primary Focus for Fall 2013:
Address *Key Curricular Questions* and bring recommendations to the full faculty for consideration and approval.

1. Are the existing *degree requirements* appropriate?
 - a. Number of courses/credits
 - b. Mix of supporting, core, and emphasis courses (distribution and specific courses)
 - c. Content/names of courses
2. Are the existing *emphasis requirements* appropriate?
 - a. Number of courses/credits within the emphases
 - b. Mix of required and elective courses
 - c. Names of emphases
 - d. Content/names of courses
3. Do we want to *maintain the current array of emphases* (i.e., finance, general business, human resource management, management, marketing)? Do we have sufficient faculty and other resources to do so?
4. Do we want to *add any new emphases* (e.g., MIS, supply chain management)? If yes, what faculty and other resources will be needed to develop, maintain, and grow these emphases? What support exists for adding these new emphases?
5. How can we build in *flexibility*? Can we add any elective credit to the major and/or minor? Can we develop special topics courses that may be used to fulfill requirements?
6. Should we continue to require the "outside" minor for Business Administration majors?
 - a. If yes, can/should we constrain the choice of minor in any way?
 - b. Can certificates substitute for the minor requirement (e.g., EMBI certificate)?
7. How can we *build the following topics* into the curriculum? Do we need to create new courses and/or modify existing courses?
 - a. Innovation (perhaps a separate course, e.g., an innovation lab)
 - b. Sustainability
 - c. Corporate social responsibility/ethics
 - d. Entrepreneurship
 - e. Professionalism

8. What role should *internships* and other practica should play in the curriculum? For example, should they continue to be “Pass/Fail”? If graded, can they be used to satisfy major requirements, e.g., the capstone requirement?

9. As time allows

- a. Work with Assurance of Learning committee to develop a process for data collection, analysis, and curricular changes
- b. Identify specific courses that incorporate community members (e.g., guest speakers, field trips)

For the Finance faculty

1. Are the existing *emphasis requirements* appropriate?
 - a. Number of courses/credits within the emphases
 - b. Mix of required and elective courses
 - c. Names of emphases
 - d. Content/names of courses
2. Do we want to maintain the current array of emphases (i.e., finance, general business, human resource management, management, marketing)? Do we have sufficient resources to do so?
3. Which finance courses belong in the *core* for all Accounting and Business majors and minors?

For the Management and Human Resource Management faculty

1. Are the existing *emphasis requirements* appropriate?
 - a. Number of courses/credits within the emphases
 - b. Mix of required and elective courses
 - c. Names of emphases
 - d. Content/names of courses
2. Do we want to maintain the current array of emphases (i.e., finance, general business, human resource management, management, marketing)? Do we have sufficient resources to do so?
3. Which management/human resource management courses belong in the *core* for all Accounting and Business majors and minors?

For the Marketing faculty

1. Are the existing *emphasis requirements* appropriate?
 - a. Number of courses/credits within the emphases
 - b. Mix of required and elective courses
 - c. Names of emphases
 - d. Content/names of courses
2. Do we want to maintain the current array of emphases (i.e., finance, general business, human resource management, management, marketing)? Do we have sufficient resources to do so?
3. Which marketing courses belong in the *core* for all Accounting and Business majors and minors?

Besides the Curriculum Committee, other groups of people within the Cofrin School of Business need to tackle a series of *Key Curricular Questions* this fall. They are as follows.

For the Accounting faculty

Looking at both the major and minor in Accounting:

1. Are the *existing degree requirements* appropriate?
 - a. Number of courses/credits
 - b. Mix of supporting, core, and upper-level courses (number)
 - c. Content/names of courses
2. How can we build in *flexibility*? Can we add any elective credit to the major and/or minor? Can we develop special topics courses that may be used to fulfill requirements?
3. How can we *build the following topics* into the curriculum? Do we need to create new courses and/or modify existing courses?
 - a. Innovation (perhaps a separate course, e.g., an innovation lab)
 - b. Sustainability
 - c. Corporate social responsibility/ethics
 - d. Entrepreneurship
 - e. Professionalism
4. What role should *internships* and other practica should play in the curriculum? For example, should they continue to be “Pass/Fail”? If graded, can they be used to satisfy major requirements, e.g., the capstone requirement?
5. Which accounting courses belong in the *core* for all Accounting and Business majors and minors?