## Packet Contents

1.1 Summary

### New Program

1.2 Business Administration, B.S. major

Indigenous Nations and Marketing Emphasis

1.7 Signatures
BSU Curriculum Forms

Form 1

Curriculum Modification Summary

College: Business
Department: Business Administration
Proposer: Joann Fredrickson
Proposer’s position: Professor of Business Administration

Describe the modification(s) you propose, and how it (/they) will work to students' advantage: We are creating a new emphasis within the existing Business Administration major that is a joint offering of Indigenous Studies courses and Marketing courses. In working with faculty in the Indigenous Studies and Business Administration programs, we see an opportunity for graduates who are versed both in indigenous nations and business marketing topics to help meet the marketing needs of organizations that serve both native and non-native populations. This program benefits all students who hope to lead, work with, or work for organizations in Minnesota and indigenous nations.

Modifications proposed (specify number of each):
_____Course Modification(s) (form 2)
_____New Course(s) (form 3)
_____Course Drop(s) (form 4)
_____Program Modification(s) (form 5)
_1__New Program(s) (form 6)
_____Program Drop(s) (form 7)

The modifications affect (check):
_____Liberal Education
__x__Undergraduate Curriculum
_____Graduate Curriculum
_____Teacher Licensure Program(s)
BSU Curriculum Forms

Form 6
(Updated: 9.15.15)

New Program Form

Type of Program to be established:

_____ M.S.*
_____ M.A.*
_____ Applied Masters**
_____ B.S.
_____ B.S./T.L.
_____ B.A.
_____ Minor
_____ Field of Emphasis: Stand Alone
__x__ Field of Emphasis in: Business Administration Major, B.S.
_____ Other:

Program name:
Business Administration Major with Indigenous Nations and Marketing Emphasis

Reason(s) for new program:
In working with faculty in the Indigenous Studies and Business Administration programs, we see an opportunity for graduates who are versed both in indigenous nations and business marketing topics to help meet the marketing needs of organizations that serve both native and non-native populations. This program benefits all students who hope to lead, work with, or work for organizations in Minnesota and indigenous nations.

Student learning outcomes for the program:

Students will be able to:

1. Analyze traditional governance and tribal constitutionalism
2. Analyze a Native American Studies perspective, rather than that of mainstream anthropology, history, or sociology, of the Indigenous people of America as people and nations, not as ethnic minorities
3. Explain the current definitions of marketing and marketing terms
4. Discuss the current usage of marketing concepts
5. Apply marketing methods using appropriate marketing tools

How will the student learning outcomes be assessed (e.g., major field test, student portfolio, departmental rubric, department-developed examination questions, etc.)?
Measures of student learning will be assessed in a number of ways. Direct measures of student learning will include the Major Field Test in Business, a capstone Rubric associated with BUAD 4559 Strategic Management, and an Indigenous Nations and Marketing Emphasis Exam administered in BUAD 4600. Indirect measures of student learning will be assessed in the Senior
Survey and the Indigenous Nations and Marketing Emphasis Survey, both administered as part of BUAD 4600.

Note: If courses from other departments are required for this program, please notify the chairs of those departments.

The home department/program was notified that this new program will require courses from their area: March 23, 2016 by means of an in person meeting with Vivian Delgado who approved this curriculum proposal. An email was also sent to Blanca Rivera as chair of the Languages and Ethnic Studies department, on 4/5/2016. As of 4/19/2016, no response was received.

Please check one of the items below:

_____  No comments were received from other programs or departments within one week of the notification.

__xx__  Comments were received within one week of the notification, and are attached. Vivian Delgado approved this curriculum proposal that she helped to develop. Email exchange with Blanca Rivera is also attached.

Note: If this is a joint program, the signatures of both department chairs (and both deans, if different colleges) must be provided.

* MS/MA Curriculum proposals for graduate programs must indicate how the program addresses these requirements (in the draft catalog copy or elsewhere):

a. MnSCU 50% rule: At least one-half of the required credits in a master's degree, exclusive of a thesis, capstone, or similar culminating project, shall be credits restricted exclusively to graduate student enrollment.

b. Competency Requirement

c. Written Examination Requirement

**Applied Master's Degree must address items a-c above, as well as:

d. How the proposed capstone experience meets the capstone requirements/standards listed in the catalog.

For more information on each of these requirements refer to the current graduate catalog.
Business Administration, B.S. *major* Indigenous Nations and Marketing Emphasis

Students majoring in Business Administration are advised to complete at least one course in Psychology, Sociology, or Anthropology as part of their liberal education requirements.

Required Credits: 68
Required GPA: 2.25

**I REQUIRED BASIC CORE COURSES**

COMPLETE THE FOLLOWING COURSES:

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)
- MATH 1170 College Algebra (4 credits)

**ADDITIONAL REQUIRED COURSES**

COMPLETE THE FOLLOWING COURSES:

- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- INST 1107 Introduction to Turtle Island (3 credits)
- INST 3307 Ojibwe History (3 credits)
- INST 3317 Tribal Government and Leadership (3 credits)
- INST 4418 Federal Indian Law (3 credits)

**RESTRICTED ELECTIVES**

SELECT TWO COURSES FROM THE FOLLOWING LIST WITH THE CONSENT OF ADVISOR:

- BUAD 3232 Business Statistics II (3 credits)
• BUAD 3467 Advertising Management (3 credits)
• BUAD 3568 Personal Selling (3 credits)
• BUAD 3569 E-Marketing (3 credits)
• BUAD 4468 Marketing Management (3 credits)

SUGGESTED SEMESTER SCHEDULE FOR BUSINESS ADMINISTRATION, B.S.
MAJOR, INDIGENOUS NATIONS AND MARKETING EMPHASIS

Freshman: All fields of emphasis

• Psychology, Sociology or Anthropology courses
• Liberal Education requirements

Sophomore: All fields of emphasis

• ACCT 1101 Principles of Accounting I (3 credits)
• ACCT 1102 Principles of Accounting II (3 credits)
• BUAD 2220 Legal Environment (3 credits)
• BUAD 2231 Business Statistics I (3 credits)
• BUAD 2280 Computer Business Applications (3 credits)
• ECON 2000 Markets and Resource Allocation (3 credits)
• ECON 2100 Macroeconomics and the Business Cycle (3 credits)
• INST 1107 Introduction to Turtle Island (3 credits)

Junior: All fields of emphasis

• BUAD 3223 Operations Management (3 credits)
• BUAD 3351 Management (3 credits)
• BUAD 3361 Marketing (3 credits)
• BUAD 3381 Management Information Systems (3 credits)
• BUAD 3771 Financial Management (3 credits)
• BUAD 3567 Consumer Behavior (3 credits)
• INST 3307 Ojibwe History (3 credits)
• INST 3317 Tribal Government and Leadership (3 credits)

Senior: All fields of emphasis

• BUAD 4467 Marketing Research (3 credits)
• BUAD 4600 Senior Seminar: Business Administration (1 credit)
• INST 4418 Federal Indian Law (3 credits)
Junior: Indigenous Nations and Marketing Field of Emphasis

Restricted Electives
Select two of the following courses with the consent of advisor (4000 level courses should be taken as a Senior)

- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4468 Marketing Management (3 credits)
BSU Curriculum Forms

Form 8
Updated: 09.18.15

Signatures

_ Joann Fredrickson / Professor Business Administration / 4.18.2016 _______
Proposer / Title / Date

_ Dr. Rod Henry / Business Administration Department Chair / 4.19.2016 _______
Chair or Director / Department or Program / Date
Note: "All departmental recommendations [on curriculum] must be reviewed and approved by the department's faculty."--IFO/MnSCU Master Agreement 2009-2011, 20.A.3 (p. 80).

At this point, packet goes to Records Office/Curriculum Coordinator to be logged in to the Curriculum Proposal Progress Grid.

_ Dr. Shawn Strong / College of Business / 4.22.2016 _______________________
Dean / College / Date

Note: If proposal is sent back to the Proposer, please notify the Curriculum Coordinator. If approved, packet goes to Academic Affairs Office.
From: Joann Fredrickson  
Sent: Tuesday, April 12, 2016 11:04 AM  
To: Blanca Rivera <BRivera@bemidjistate.edu>  
Subject: RE: curriculum proposal with Indigenous studies

Hi Blanca,
Thank you for your response. I look forward to hearing from you.  
Best regards!  
Joann

From: Blanca Rivera  
Sent: Wednesday, April 06, 2016 8:08 PM  
To: Joann Fredrickson <JFredrickson@bemidjistate.edu>  
Subject: RE: curriculum proposal with Indigenous studies

Hi Joann:

I will forward it to everyone in the department and ask for comments before I respond. I’ll get this back to you ASAP.
Take care,

Blanca

From: Joann Fredrickson  
Sent: Tuesday, April 05, 2016 5:05 PM  
To: Blanca Rivera <BRivera@bemidjistate.edu>  
CC: Vivian Delgado <VDelgado@bemidjistate.edu>  
Subject: curriculum proposal with Indigenous studies

Hi Blanca,
Vivian Delgado and I (along with Leah Carpenter) have worked on a new emphasis in the Business Administration major: Indigenous Nations and Marketing. My department has approved the curriculum proposal. Vivian has also approved the curriculum proposal. I’m sending the curriculum proposal to you as chair of the Languages and Ethnic Studies department.  
Since the curriculum form asks for department feedback, I’m not sure if you need to provide feedback in addition to Vivian’s. But, in case that is the expectation, could you respond to this email? I have attached the proposed curriculum to this email.  
Thanks for your help,  
Joann Fredrickson