Curriculum Proposal

**BUAD 18-19 #31**

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*Program Modification*

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BSU Curriculum Forms

Form 1

Curriculum Modification Summary

College: Business, Mathematics, and Science
Department: Business Administration
Proposer: Angie Kovarik
Proposer’s position: Assistant Professor
Describe the modification(s) you propose, and how it (/they) will work to students’ advantage. (This description and explanation will be included in Curriculum Report packets forwarded to the Faculty Senate.):

Currently, students select one of four sets of electives for the marketing emphasis. The change would state: Select two courses from the full list. The availability for student selection will remain the same.

Modifications proposed (specify number of each):
_____Course Modification(s) (form 2)
_____New Course(s) (form 3)
_____Course Drop(s) (form 4)
__X__Program Modification(s) (form 5)
_____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 5

Program Modification Form

Program to be modified: Department of Business Administration- Marketing Emphasis

List all proposed change(s): Currently, students select one of four sets of electives for the marketing emphasis. The change would state: Select two courses from the full list. The availability for student selection will remain the same.

Reason(s) for the change(s): Students would be allowed more freedom with elective selections.

Note: In order to avoid hidden prerequisites, if a course is being dropped from this program (but not from the entire curriculum), please check for which remaining courses may include this dropped course as a prerequisite. Course prerequisites may be found in the online catalog (http://www.bemidjistate.edu/academics/catalog/). Remedies for hidden prerequisites may be found under Curriculum Forms at (http://www.bemidjistate.edu/faculty_staff/faculty_association/forms/).

Note: If a course from another department/program was either added to or dropped from this program, please notify the chair/coordinator of that course's department/program and indicate the following: The course’s home department/program was notified of the addition or dropping of their course(s) on _________ (date) by _________________ (mail, email, or phone).

Please check one of the items below:

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

_____ Comments were received within one week of the notification, and are attached.

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

Alert: Attach a copy of the current program showing the marked changes.

Please copy the current program from the online catalog (http://www.bemidjistate.edu/academics/catalog/) and paste it into Word. Then use either the Track Changes feature under Tools, or the underline and strikethrough Font feature under Format. (Please note that the Track Changes feature may be easily switched on and off by holding down the Ctrl+Shift+E keys.)
CURRENT program showing marked changes:

Business Administration. B.S. major

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: 65
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

COMPLETE THE FOLLOWING COURSES:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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 3232 Business Statistics II (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)

REQUIRED ELECTIVES
SELECT 1 OF THE FOLLOWING 4 SETS:

Select 2 of the following courses:

1. SELECT 2 OF THE FOLLOWING COURSES:
   - BUAD 4385 Data Modeling and Design (3 credits)
     or BUAD 4387 Strategic Information Management (3 credits)
   - BUAD 3384 Systems Analysis and Design (3 credits)

2. COMPLETE THE FOLLOWING COURSES:
   - BUAD 3467 Advertising Management (3 credits)
   - BUAD 3569 E-Marketing (3 credits)

3. COMPLETE THE FOLLOWING COURSES:
   - BUAD 3751 International Marketing (3 credits)
   - BUAD 4469 Small Business Case Analysis (3 credits)

4. COMPLETE THE FOLLOWING COURSES:
   - ECON 4000 Microeconomic Decisions (3 credits)
   - ECON 4100 Macroeconomic Growth and Fluctuations (3 credits)
PROPOSED Program

Business Administration. B.S. major

Marketing Emphasis

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BSU Curriculum Forms

Form 8
Updated: 09.18.15

Signatures

Angie Kovarik / Assistant Professor / 01.25.19
Proposer / Title / Date

YoungSeob Son / Business Administration / 01.25.19
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.

Bonnie Higgins / Business, Mathematics and Science / 03.05.19
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.