COLLEGE OF BUSINESS AND ECONOMICS
Proposed Catalog Changes

Business

1. Add the following courses [Effective: Summer 2015]

   **Bus 411 Acquiring Human Capital (3 cr)**
   An organization's ability to develop and sustain a competitive advantage through human resources begins with successfully attracting and acquiring talented and motivated human capital. This course addresses recruitment and selection practices and their theoretical underpinnings, including such topics as individual differences theories, decision-making heuristics and biases, human perception, staffing strategies, human resource planning, strategic human resource management, EEO and legal issues, job analysis and competency modeling, recruitment methods, selection techniques, and selection validation.
   **Prereq:** Bus 290
   **Rationale:** Currently, the Management and Human Resources (MHR) area in the College of Business and Economics (CBE) delivers five 400-level courses (i.e., Bus 412, 413, 416, 418, 441); Bus 412 is a "survey-oriented" course, and Bus 413 provides the theory that informs the MHR practice that is delivered in Bus 416, Bus 418 and Bus 441. We plan to eliminate Bus 412, and to only offer Bus 413 if there is sufficient university demand. In their place we will add two new courses (i.e., Bus 411 and Bus 417) and to redesign the other three courses (i.e., Bus 416, 418 and 441), such that each course includes theory and practice. The rationale for this change is that by more closely linking theory to practice within the courses; students will be better able to make the connections between theory and practice. This new course (i.e., Acquiring Human Capital) focuses on the theory and practice of recruiting and selecting talent.

   **Bus 417 Deploying and Developing Human Capital (3 cr)**
   Managers work with and through others to achieve organizational goals; therefore, managers must be able to assess and develop an organization’s human resources. This course addresses training, development and performance management practices and their theoretical underpinnings, including such topics as motivation theories (e.g., goal setting theory, expectancy theory), learning theories, leadership, employee orientation, needs assessment, training and development methods, evaluating training effectiveness, performance measurement, the HR Scorecard and delivering performance feedback.
   **Prereq:** Bus 290
   **Short Course Title:** Developing Human Capital
   **Rationale:** Currently, the Management and Human Resources (MHR) area in the College of Business and Economics (CBE) delivers five 400-level courses (i.e., Bus 412, 413, 416, 418, 441); Bus 412 is a "survey-oriented" course, and Bus 413 provides the theory that informs the MHR practice that is delivered in Bus 416, Bus 418 and Bus 441. We plan to eliminate Bus 412, and to only offer Bus 413 if there is sufficient university demand. In their place we will add two new courses (i.e., Bus 411 and Bus 417) and to redesign the other three courses (i.e., Bus 416, 418 and 441), such that each course includes theory and practice. The rationale for this change is that by more closely linking theory to practice within the courses; students will be better able to make the connections between theory and practice. This new course (i.e., Deploying and Developing Human Capital) focuses on the theory and practice of training and managing talent.

2. Change the following courses [Effective: Summer 2015]

   **Bus 290 Leading Organizations and People (3 cr)**
   Great leaders are made, not born. This course prepares students to effectively acquire and deploy human capital, lead individuals and teams, inspire and motivate people to perform the tasks needed to achieve ambitious goals, and inspire innovation. Includes international and ethical issues. May involve evening exams and presentation practices.
   **Prereq:** Acct 201, Bus 190, Econ 201, or Econ 272; and Sophomore Standing
   **Rationale:** In anticipation of the new curriculum we are teaching four sections of Bus 290 this semester as a special topics course. Based upon the real-time feedback it is clear that the students who have not yet taken Econ 201 are struggling with the basic concepts of business. Because of this, the Bus 204 instructors/professors are backtracking, and thereby slowing the course down. We believe that the combination of Acct 201, Econ 201, Bus 190 and sophomore standing prerequisites will provide a useful foundation for Bus 290 that will allow faculty members to teach Bus 290 as designed and therefore to achieve the desired objectives of the course.

   **Bus 353 Data and Information Management Application Development (3 cr)**
   Intro to the design and implementation of IS applications. Topics may include programming for mobile and distributed systems, usability, and security. An examination of data and information management in business organizations. Applications across functional business areas using database management systems are stressed.
   **Prereq:** Junior Standing
   **Rationale:** Reflects changes in the subject area, current practice, and revision of CBE core. Much of the current course will move to 350. This course will be more advanced and will include some of the programming topics currently addressed in Bus 250 which is being dropped from the major.
Bus 355 Systems Analysis and Design Administration (3 cr)
Introduction to analysis, development and design management of modern information systems. May involve evening exams.
Prereq or Coreq: Bus 250 Junior Standing

Short Course Title: Systems Analysis & Admin

Rationale: Reflects changes in the subject area in particular a focus on system administration rather than development.

Bus 413 Leadership and Organizational Behavior (3 cr)
Micro oriented treatment of areas including communication, motivation, group process, conflict, leadership style.
Prereq: AgEc 278, Bus 290, or Bus 311

Rationale: The change in name and prerequisite are a result of the previously approved change to the College of Business and Economics core curriculum, which dropped Bus 340-345 (which, in part, served as a prerequisite for this course). Bus 290, from the new core curriculum, now serves as the prerequisite. We are dropping the “leadership portion of the title to eliminate any possible confusion between this course and the new Bus 290 (i.e., Leading Organizations and People).

Bus 416 Staffing and Compensation Developing and Managing Reward Systems (3 cr)
A key factor in accomplishing organizational goals is the ability to retain and motivate talented human resources. This course addresses compensation and benefits practices and their theoretical underpinnings, including such topics as motivation theories (e.g., equity theory), learning theories, job evaluation, monetary-nonmonetary reward programs, individual, group and organizational incentives. Specialized human resource management topics including selection, placement, and career development of employees; development and administration of monetary-nonmonetary reward programs; job evaluation systems, and wage incentive plans.
Prereq: Bus 412 or Bus 290

Short Course Title: Managing Reward Systems

Rationale: Currently, the Management and Human Resources (MHR) area in the College of Business and Economics (CBE) delivers five 400-level courses (i.e., Bus 412, 413, 416, 418, 441); Bus 412 is a “survey-oriented” course, and Bus 413 provides the theory that informs the MHR practice that is delivered in Bus 416, Bus 418 and Bus 441. We plan to eliminate Bus 412, and to only offer Bus 413 if there is sufficient university demand. In their place we will add two new courses (i.e., Bus 411 and Bus 417) and redesign the other three courses (i.e., Bus 416, 418 and 441), such that each course includes theory and practice. The rationale for this change is that by more closely linking theory to practice in the courses; students will be better able to make the connections between theory and practice. This course focuses on the theory and practice of compensation and benefits.

Bus 441 Managing Employee and Labor Relations (3 cr)
Effective employer-employee relationships contribute to successful productivity, motivation, morale and retention. This course addresses employee and labor relations practices and their theoretical underpinnings, including such topics organizational culture and climate, intergroup conflict, communication, conflict resolution, investigating and resolving complaints, unionization and collective bargaining, applying and interpreting employee and labor laws, and maintaining positive relationships. Evolution, structure, and procedures of contemporary labor-management relations; unionization, other concerted activity and employment at will.
Prereq: Bus 290 or Bus 311

Short Course Title: Employee and Labor Relations

Rationale: Currently, the Management and Human Resources (MHR) area in the College of Business and Economics (CBE) delivers five 400-level courses (i.e., Bus 412, 413, 416, 418, 441); Bus 412 is a “survey-oriented” course, and Bus 413 provides the theory that informs the MHR practice that is delivered in Bus 416, Bus 418 and Bus 441. We plan to eliminate Bus 412, and to only offer Bus 413 if there is sufficient university demand. In their place we will add two new courses (i.e., Bus 411 and Bus 417) and redesign the other three courses (i.e., Bus 416, 418 and 441), such that each course includes theory and practice. The rationale for this change is that by more closely linking theory to practice in the courses; students will be better able to make the connections between theory and practice. This course focuses on the theory and practice of managing employee relations.

Bus 452 Business Telecommunications Management (3 cr)
Survey of telecommunications management issues in a business environment; topics include local and wide area networks, telephony, public networks, and application of telecommunications technology in strategic business management.
Prereq: Bus 250 and Bus 350, Bus 353, or Bus 355

Rationale: Reflects changes in the CBE core. Will open the course to more students inside and outside the college.

Bus 453 Database Design (3 cr)
Introduction to modern database management systems and their use in solving business problems. May involve evening exams.
Prereq: Bus 250 and Bus 350, Bus 353, Bus 355, or CS 120

Rationale: Reflects changes in the CBE core in particular the ending of IBC. Course will be more readily available to more students
due to change in prereqs.

**Econ 453 Econometrics (3 cr)**
Same as Stat 433. Application of statistical methods to economics and business studies; emphasis on regression analysis methods. Use of quantitative techniques to analyze and test economic theories.

*Prereq:* Stat 251 or Stat 301

Rationale: Better description of course content.

**Econ 490 Economic Theory and Policy (3 cr)**
A capstone course for economics majors. Integrates theory, quantitative methods, and policy in the economics major; will involve independent research projects.

*Prereq:* Econ 351, and Econ 352, and or Econ 453; or Permission

Rationale: Officially adding prerequisites that have been the de facto requirements for several years.

3. Change the following course from dormant to active **[Effective: Summer 2015]**

**Bus 454 (s) Current Issues in Information Systems (3 cr, max arr)**
Discussion of major topics of current importance in information systems.

*Prereq:* Bus 350, Bus 353, or Bus 355

Rationale: Reflects changes in the subject area and the CBE core, in particular a focus on management rather than development. Allows faculty time to be better allocated. Resources will be made available by removing Bus 250 from the IS major and not offering it.

4. Change the curricular requirements of **Economics (B.A. or B.S.) [Effective: Summer 2015]**

Required course work includes the university requirements (see regulation J-3), the general College of LASS requirements for the B.A. or B.S. degree, and:

One of the following groups of courses *(4-6-7 cr):*

- **Group A.**
  - Econ 201 Principles of Macroeconomics (3 cr)
  - Econ 202 Principles of Microeconomics (3 cr)

- **or**

- **Group B.**
  - Econ 272 Foundations of Economic Analysis (4 cr)

One of the following (2-3 cr):

- Econ 201 Principles of Macroeconomics (3 cr)
- Econ 202 Principles of Microeconomics (3 cr)

Two credits of upper-division economics course

and Complete the following (24 cr):

- Econ 351 Intermediate Macroeconomic Analysis (3 cr)
- Econ 352 Intermediate Microeconomic Analysis (3 cr)
- Econ 453 Econometrics (3 cr)
- Econ 490 Economic Theory and Policy (3 cr)
- Math 143 Pre-calculus Algebra and Analytic Geom (3 cr) or higher
- Math 160 Survey of Calculus

Additional upper-division credits in economics (12-14 cr)

Upper-division credits in related fields, selected with approval of economics faculty (15 cr)

One of the following (3 cr):

- Econ 453 Econometrics (3 cr)

One of the following (3-4 cr):

- Math 160 Survey of Calculus (4 cr)
- Math 170 Analytic Geometry and Calculus I (4 cr)
- Math 175 Analytic Geometry and Calculus II (4 cr)
- Math 275 Analytic Geometry and Calculus III (3 cr)

One of the following (3 cr):

- Stat 251 Principles of Statistics Statistical Methods (3 cr)
- Stat 301 Probability and Statistics (3 cr)

Courses to total 120 credits for this degree

*§ A total of six credits in this area is required. Students who have completed Econ 272 with a final grade of B or better may either complete at least two additional upper-division credits in economics or take Econ 201 or Econ 202 for two credits. Students who have completed Econ 272 with a final grade lower than B must take either Econ 201 or Econ 202 for two credits.*
Rationale: The primary intent of this change is to clarify that the only math requirement for the Economics major is one of either Math 160, 170, 175 or 275. Secondly, in keeping with the change to require 120 total credits for the degree, we are abolishing the requirement of 15 upper-division credits in related fields. Since Econ 340 is being changed from 2 to 3 credits, it makes sense to require 12 credits of upper-division Economics electives instead of 12-14. Since it is no longer possible to combine Econ 272 with Econ 340 for six credits, we are removing the "Group A", "Group B" structure.

5. Change the curricular requirements of Information Systems (B.S.Bus.) [Effective: Summer 2015]

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

- **Bus 250** Introductory Systems Development (3 cr)
- **Bus 353** Application Development: Data and Information Management (3 cr)
- **Bus 355** Systems Analysis & Administration: Systems Analysis and Design (3 cr)
- **Bus 452** Business Telecommunications Management (3 cr)
- **Bus 453** Database Design (3 cr)
- **Bus 454** Issues in Information Systems (3 cr)

Restricted IS electives: at least three additional courses from the following (9 cr):

- **Bus 351** Introduction to Electronic Commerce (3 cr)
- **Bus 378** Project Management (3 cr)
- **CS 120** Computer Science I (4 cr)
- **Geog 385** GIS Primer (3 cr)
- **Geog 390** Cartographic Design & Geovisualization (3 cr)

400-Level course offered by the College of Business and Economics

300-Level or higher computer science course

An additional Bus 390 beyond that required for CBE core may be used with approval of IS area coordinator (3 cr)

Non CBE elective: at least one additional 300 or 400-level course from outside the CBE (3 cr)

Courses to total 120 credits for this degree. In addition to all other requirements, students must take at least 9 credits from outside the CBE in addition to those specifically required. These may be chosen from the restricted electives or from other courses.

Rationale: Reflects changes in the area as well as revision of the CBE core.

Resources will be freed by dropping Bus 352 and from the CBE core revision, in particular the dropping of Bus 339. Dropping Bus 351. Dropping Bus 250.

6. Change the curricular requirements of Management and Human Resources (B.S.Bus.) [Effective: Summer 2015]

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

- **Bus 411** Acquiring Human Capital (3 cr)
- **Bus 412** Human Resource Management (3 cr)
- **Bus 413** Leadership and Organizational Behavior (3 cr)
- **Bus 417** Deploying and Developing Human Capital (3 cr)
- **Bus 418** Organization Design and Changes (3 cr)

And one of the following emphases:

**A. Management Emphasis**

Operations Management Elective: select one of the following courses (3 cr):

- **Bus 416** Staffing and Compensation (3 cr)
- **Bus 418** Organization Design and Changes (3 cr)
- **Bus 441** Maintaining Employee and Labor Relations (3 cr)

Operations Management Elective: select one of the following courses (3 cr):

- **Bus 378** Project Management (3 cr)
- **Bus 439** Systems and Simulation (4 cr)
- **Bus 456** Quality Management (3 cr)
- **Bus 470** Purchasing and Materials Management (3 cr)
- **Bus 472** Operations Planning and Scheduling (3 cr)
- **IndT 362** Behavior Based Safety (3 cr)
- **Psyc 446** Engineering Psychology (3 cr)

**Marketing & Entrepreneurship Elective**: select one of the following courses (3 cr):  

- **AgEc 333** Introduction to Sales (3 cr)
- **Bus 324** Consumer Behavior (3 cr)
- **Bus 414** Entrepreneurship (3 cr)
- **Bus 415** New Venture Creation (3 cr)
- **Bus 420** Promotional Strategy (3 cr)
- **Bus 421** Marketing Research and Analysis (3 cr)
- **Bus 422** Personal Selling and Sales Force Management (3 cr)
Bus 424  Pricing Strategy and Tactics (3 cr)
Bus 425  Retail Distribution Management (3 cr)
Bus 426  Marketing Channels Management (3 cr)
Bus 427  Services Marketing (3 cr)
Bus 482  International Marketing (3 cr)
Bus 495  Product Development and Brand Management (3 cr)

Accounting & Finance Elective: select one of the following courses (3 cr):
Acct 305  Accounting Information Systems (3 cr)
Acct 315  Intermediate Financial Accounting I (3 cr)
Acct 385  Cost and Management Accounting (3 cr)
Acct 482  Enterprise Accounting (3 cr)
Acct 483  Fundamentals of Federal Taxation (3 cr)
Bus 302  Intermediate Financial Management (3 cr)
Bus 351  Introduction to Electronic Commerce (3 cr)
Bus 353  Data and Information Management (3 cr)
Bus 355  Systems Analysis and Design (3 cr)
Bus 381  International Finance (3 cr)
Bus 402  Financial Institutions (3 cr)

Information Systems Elective: select one of the following courses (3 cr):
Bus 353  Application Development (3 cr)
Bus 355  Systems Analysis & Administration (3 cr)
Bus 452  Business Telecommunications Management (3 cr)
Bus 453  Database Design (3 cr)
Bus 454  Issues in Information Systems (3 cr)
Geog 385  GIS Primer (3 cr)

One additional course selected from those not taken in the three groups above (3 cr)

Entrepreneurship Elective: select one of the following courses (3 cr):
Bus 414  Entrepreneurship (3 cr)
Bus 415  New Venture Creation (3 cr)
Bus 495  Product Development and Brand Management (3 cr)

Supporting Elective: select one of the following courses (3 cr):
Anth 462  Human Issues in International Development (3 cr)
Comm 233  Interpersonal Communication (3 cr)
Comm 235  Organizational Communication (3 cr)
Comm 335  Intercultural Communication (3 cr)
Comm 410  Conflict Management (3 cr)
Comm 432  Gender and Communication (3 cr)
Comm 433  Organizational Communication Theory, Research, and Application (3 cr)
Comm 491  Communication and Aging (3 cr)
Psyc 230  Introduction to Social Psychology (3 cr)
Soc 301  Introduction to Diversity and Stratification (3 cr)
Soc 427  Race and Ethnic Relations (3 cr)

Research elective: select a total of three credits from the following courses (3 cr):
Anth 410  Research Methods in Anthropology (3 cr)
Bus 421  Marketing Research and Analysis (3 cr)
Comm 455  Communication Research Methods (3 cr)
Math 160  Survey of Calculus (4 cr)*
Math 170  Analytic Geometry and Calculus I (4 cr)*
Math 330  Linear Algebra (3 cr)
Math 451  Probability Theory (3 cr)
OrgS 444  Methods and Analysis in Organizational Science (4 cr)
Psyc 218  Introduction to Research in the Behavioral Sciences (4 cr)
Psyc 430  Tests and Measurements (3 cr)
Soc 310  Methods of Social Research (3 cr)
Stat 422  Sample Survey Methods (3 cr)
Stat 431  Statistical Analysis (3 cr)
Stat 433  Econometrics (3 cr)**
Stat 514  Nonparametric Statistics (3 cr)

Courses to total 120 credits for this degree

*Note: Students may elect to use Math 160 or Math 170, but not both, to complete their research elective.

**Note: Stat 433/Econ 453 Econometrics does not satisfy the Upper Division Economics requirement.

B. Human Resources Management Emphasis
Bus 416  Developing and Managing Reward Systems Staffing and Compensation (3 cr)
Bus 418  Organization Design and Changes (3 cr)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>Bus 441</td>
<td>Maintaining Employee and Labor Relations (3 cr)</td>
</tr>
<tr>
<td>Psyc 416</td>
<td>Industrial/Organizational Psychology (3 cr)</td>
</tr>
<tr>
<td>Psyc 430</td>
<td>Tests and Measurements (3 cr)</td>
</tr>
<tr>
<td>Psyc 435</td>
<td>Personnel (3 cr)</td>
</tr>
<tr>
<td>Psyc 450</td>
<td>Training and Performance Support (3 cr)</td>
</tr>
<tr>
<td>Bus 461</td>
<td>Retirement Planning and Employee Benefits (3 cr)</td>
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</tbody>
</table>

**Specialized Electives:** select one of the following courses (3 cr):
- Psyc 416: Industrial/Organizational Psychology (3 cr)
- Psyc 430: Tests and Measurements (3 cr)
- Psyc 435: Personnel (3 cr)
- Psyc 450: Training and Performance Support (3 cr)
- Bus 461: Retirement Planning and Employee Benefits (3 cr)

**HR Decision-Making elective:** select one of the following courses (3 cr):
- Acct 385: Cost and Management Accounting (3 cr)
- Acct 482: Enterprise Accounting (3 cr)
- Bus 353: Application Development (3 cr)
- Bus 355: Systems Analysis & Administration (3 cr)
- Bus 421: Marketing Research and Analysis (3 cr)
- Bus 439: Systems and Simulation (4 cr)
- Bus 453: Database Design (3 cr)
- Econ 453: Econometrics (3 cr)
- Geog 385: GIS Primer (3 cr)
- OrgS 444: Methods and Analysis in Organizational Science (4 cr)
- Psyc 218: Introduction to Research in the Behavioral Sciences (4 cr)
- Psyc 430: Tests and Measurements (3 cr)
- Soc 310: Methods of Social Research (3 cr)

**Supporting Specialized Electives:** select two of the following courses (at least one selection must be an upper-division course) (6 cr):
- Anth 462: Human Issues in Human Development (3 cr)
- Comm 233: Interpersonal Communication (3 cr)
- Comm 235: Organizational Communication (3 cr)
- Comm 332: Communication and the Small Group (3 cr)
- Comm 335: Intercultural Communication (3 cr)
- AOLL 560: Career Development in Organizations (3 cr)
- Bus 454: Issues in Information Systems (3 cr)
- Comm 347: Persuasion (3 cr)
- Comm 410: Conflict Management (3 cr)
- Comm 433: Organizational Communication Theory, Research, and Application (3 cr)
- Comm 432: Gender and Communication (3 cr)
- Comm 491: Communication and Aging (3 cr)
- CTE 472: Teaching and Learning in Occupation Education (3 cr)
- Econ 441: Labor Economics (3 cr)
- EDCI 301: Learning, Development, and Assessment (3 cr)
- IndT 362: Behavior Based Safety (3 cr)
- Intr 316: Explore Mentoring & Leadership (3 cr)
- JAMM 350: Public Relations Writing and Production (3 cr)
- OrgS 305: Nonprofit Organizations (3 cr)
- PolS 451: Public Administration (3 cr)
- Psyc 390: Psychology of Learning (3 cr)
- Psyc 440: Psychology of Judgment and Decision Making (3 cr)
- Psyc 496: Applied Behavior Analysis (3 cr)
- Psyc 541: Social Psychology in the Workplace (3 cr)
- Soc 301: Introduction to Diversity and Stratification (3 cr)
- See 427: Racial and Ethnic Relations (3 cr)

**Research elective:** select a total of three credits from the following courses (3 cr):
- Anth 410: Research Methods in Anthropology (3 cr)
- Bus 421: Marketing Research and Analysis (3 cr)
- Comm 455: Communication Research Methods (3 cr)
- Math 150: Survey of Calculus (4 cr)\(^2\)
- Math 170: Analytic Geometry and Calculus I (4 cr)\(^2\)
- Math 330: Linear Algebra (3 cr)
- Math 454: Probability Theory (3 cr)
- OrgS 444: Methods and Analysis in Organizational Science (4 cr)
- Psyc 218: Introduction to Research in the Behavioral Sciences (4 cr)
- Psyc 430: Tests and Measurements (3 cr)
- Soc 310: Methods of Social Research (3 cr)
- Stat 422: Sample Survey Methods (3 cr)
- Stat 431: Statistical Analysis (3 cr)
- Stat 433: Econometrics (3 cr)\(^3\)
- Stat 514: Nonparametric Statistics (3 cr)
Courses to total 120 credits for this degree

*Note: Students may elect to use Math 160 or Math 170, but not both, to complete their research elective.

**Note: Stat 433/Econ 453 Econometrics does not satisfy the Upper Division Economics requirement.

Rationale: The proposed changes to the Management and Human Resources (MHR) major are motivated by three (3) major issues: 1. The College of Business and Economics (CBE) recently changed its core curriculum; The proposed changes to the MHR major complement this change in college curriculum; 2. The CBE’s desire to offer students an opportunity to complete a B.S. degree in 120-credits. The change to the MHR program includes new and redesigned MHR courses and sets of electives that together cover the breadth of topics covered in the current curriculum which provide more flexibility for students in a 120-credit program than if we had kept the program the same as it is now and just reduced the total credits required from 128 to 120. 3. The need to more effectively link theory to practice. In the current curriculum most of the theory that underlies the MHR practices is housed in a single course (i.e., Bus 413). In the proposed curriculum each course will include a substantial amount of theory and practice, thereby, helping increase students’ abilities to link theory to practice.

The Management Emphasis:

When this emphasis was first introduced (i.e., 2000-2001 catalog) the faculty made a conscious choice to offer students (and thus, employers) a “management” emphasis rather than a “general business” emphasis. We are continuing that choice and improving the potential for the desired outcomes in this revised curriculum. “General business” degree programs at other institutions tend to require students to select “Any 300- or 400-level Business Course” electives beyond the College requirements. Electives in these programs are essentially unconstrained. One graduate may have a cross-disciplinary set of “Any” electives on her transcripts, while another might have a more focused set of “Any” electives on his transcripts. On the other hand, the term “management” is most often used to represent the functions of planning, organizing, leading and controlling, and the practice of management has a cross-disciplinary, integrated flavor to it. As proposed, the revised management emphasis (with constrained choices across elective areas and freedom of choice within elective areas) continues to be more reflective of other “management” programs and other “cross-disciplinary” business programs at business schools in the U.S. This cross-disciplinary emphasis is an excellent complement to the Integrated Business Core (IBC) that is the hallmark of the CBE and to the discipline-specific majors within the CBE. In addition, we have identified 15 minors and certificates from across the university that dovetail nicely with the revised management-emphasis requirements. Some examples include: Agribusiness Minor, Psychology Minor, Geographic Information Systems Certificate, Entrepreneurship Certificate, and Sustainable Tourism and Leisure Minor.

The Human Resources Emphasis:

In addition to the redesign of the five MHR courses described above and in separate forms, the “Supporting Elective” list and the “Human-Resource Decision-Making Elective” list were adjusted to reflect desirable characteristics of benchmark programs (e.g., Rutgers) and new recommendations by professional organizations (e.g., Society for Human Resource Management). For example, the elective lists now offer students options to help them meet increased demand for human resources graduates who are familiar with information systems technology, are able to understand and manage data, and are skilled at training and mentoring in both for-profit and non-profit organizations, to name a few changes in demand. As a result of the revisions we made to the MHR courses and the elective lists the HR Emphasis is now a stronger complement to other majors (e.g., Operations Management, Information Systems) and minors (e.g., Accounting) within the CBE than it was in the past. In addition, we have identified 14 minors and certificates from across the university that dovetail nicely with the HR-Emphasis requirements. Some examples include: Diversity and Stratification Certificate, Psychology Minor, Geographic Information Systems Certificate. International Business Minor, Public Relations Minor, and Technical Workforce Training Certificate.