College of Business and Economics
Proposed Catalog Changes
Effective Term (unless otherwise noted) = Summer 2016

BUSINESS

1. Reactivate the following course

Bus 454 Issues in Information Systems (3 cr)
Discussion of major topics of current importance in information systems.
Prereq: Bus 350, Bus 353, or Bus 355

Available via distance: No
Geographical Area Availability: Moscow
Rationale: This course was not taught between 2008 and 2012 because of lack of faculty resources and was put on the dormant list. In 2013 the Information Systems curriculum was redesigned to require the BUS 454 course for Information System majors. The course was delivered in the spring of 2014 and 2015 and is expected to be delivered in the spring of 2016. To prepare Information Systems students for the industry, discussing the current issues better prepares them to transition into work environment.

2. Change the following courses

Bus 290310 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

Available via distance: No
Geographical Area Availability: Moscow
Rationale: The learning outcomes are assessed via regular applied homework assignments, short-answer and essay-based exams, and two team projects (i.e., a written paper and an oral presentation).

We have been teaching the course at the sophomore level for two years; and the feedback we have received has made it clear to us that the level and depth of the course concepts and principles, as well as the performance expectations (e.g., short-answer and essay-based exams, report writing and team presentations) are more equivalent to a 300-level course. Raising the course level will signal to students, employers and other universities the relative equivalence of the course to other junior-level Business and Economics courses.

Bus 370 Process Management (3 cr)
This course examines the concepts and tools used to design, implement, manage, evaluate and improve the business processes used to create and deliver value to customers. International and ethical issues associated with process management will also be considered. May involve evening exams.
Prereq: Acct 202, Bus 252, and Bus 290; and Stat 251 or Stat 301 or Math 330
Prereq or Coreq: Bus 301, Bus 321, and Bus 350
Available via distance: No
Geographical Area Availability: Moscow
Rationale: We have reevaluated the prerequisites for the course, and this change in prerequisites reflects what is needed for a student to be successful in this course.

**Bus 490 Strategic Management (3 cr)**
Gen Ed: Senior Experience
Capstone, integrative senior experience course focusing on the formulation and implementation of competitive strategy in both domestic and international contexts. Emphasizes approaches that executives take to provide ethical and strategic leadership to an organization as well as approaches used to achieve alignment of strategy with action across the various functional areas of the business. Application of strategy concepts in practice will be stressed. May involve evening exams.

**Prereq:** Bus 390, Bus 290, Bus 301, Bus 321, Bus 350, Bus 370; and Engl 207 or Engl 208 or Engl 313 or Engl 317 or Phil 201; and Senior standing

Available via distance: No
Geographical Area Availability: Moscow
Rationale: The current prerequisite for this course (i.e., Bus 390) is no longer being required within our curriculum and it is unlikely that we will offer the course again, and even if we do offer it we won’t offer it in sufficient numbers such that all students required to take Bus 490 would be able to take it. The sequencing of our curriculum has been that students take a set of five courses, one in each functional area of business (Bus 290, Bus 301, Bus 321, Bus 350 and Bus 370), then they take Bus 390, and then they take Bus 490. So the prerequisite of Bus 390 on Bus 490 captured that students needed to have taken all five of these functional area courses. Since we are dropping Bus 390 from the curriculum, we now need to list all five of these functional courses as prerequisites. There is already a requirement of three credits from English 207, or Engl 208, or Engl 313, or Engl 317, or Phil 201 that is required for CBE majors, with the substantive writing component in Bus 490, all students are required to complete this requirement prior to Bus 490. As we are only changing prerequisites here, neither workload nor assessment associated with Bus 490 will change.

3. Make the following curricular changes to all majors within the B.S.Bus. Degree:

**University Requirements.** See regulation J-3 for requirements that all students in the university must meet.

**College Requirements.** Before proceeding to upper-division work, students majoring in the College of Business and Economics (CBE) must have junior standing and have good academic standing.

Undergraduate students enrolled as majors in the College of Business and Economics may not take any course required for the major on a pass/fail basis, with the exception of those courses offered only on a P/F basis.

Courses completed at a two-year college for transfer into the CBE core or major must be validated before they will be accepted for upper-division course requirements. Validation procedures are established by the faculty members of the CBE department offering these courses. Validation techniques include a proficiency examination, CLEP testing, or successful completion of an additional advanced course in the given field.

Candidates for the B.S.Bus. degree must be accepted officially as majors in the College of Business and Economics for at least their last two semesters before graduation, excluding
summer sessions, and complete at least the last 24 credit hours applicable toward their degree during this period.

At least 27 upper division College of Business and Economics credits applied to a B.S. Bus. Degree must be earned in residence on the University of Idaho campus. In addition, at least 12 upper division credit hours of the course requirement in the major must be earned on the UI campus.

All majors require the completion of at least 120 credit hours with the exception of the Marketing, PGA Golf Management Option Major which requires completion of at least 128 credit hours. The required program of study includes: (A) 58-6054-57 credit hours in the CBE Common Requirements, and (B) the major-specific required credit hours in the selected CBE major field. Additional undesignated electives are included in the 120 required credit hours (or 128 required credit hours in the case of the Marketing, PGA Golf Management Option major).

A. CBE Common Requirements:
Communication (5 cr):
   Comm 101 Fundamentals of Public Speaking (2 cr)

One of the following (3 cr):
   Engl 207 Persuasive Writing (3 cr)
   Engl 208 Personal and Exploratory Writing (3 cr)
   Engl 313 Business Writing (3 cr)
   Engl 317 Technical Writing (3 cr)
   Phil 201 Critical Thinking (3 cr)

Mathematics and Statistics (6-7 cr):
One of the following courses (3-4 cr):
   Math 160 Survey of Calculus or
   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 Statistical Methods (3 cr)
   Stat 301 Probability and Statistics (3 cr)

Economics (7-9cr):
   Econ 201 Principles of Macroeconomics (3 cr)
   Econ 202 Principles of Microeconomics (3 cr)
   OR
   Econ 272 Foundations of Econ Analysis (4 cr)

AND
   Upper-Division Economics Elective (3 cr)

Humanities (3 cr):
   Phil 103 Ethics (3 cr)

Accounting and Business Law (9 cr):
   Acct 201 Introduction to Financial Accounting (3 cr)
Acct 202  Introduction to Managerial Accounting (3 cr)
BLaw 265  Legal Environment of Business (3 cr)

Integrated Business Core (27 24 cr):
Bus 190  Integrated Business and Value Creation (3 cr)
Bus 252  Introduction to Business Analytics (3 cr)
Bus 290  Leading Organizations and People (3 cr)
Bus 301  Financial Resources Management (3 cr)
Bus 321  Marketing (3 cr)
Bus 350  Managing Information (3 cr)
Bus 370  Process Management (3 cr)
Bus 390  Integrated Topics in Business (3 cr, max 6)
Bus 490  Strategic Management (3 cr)

B. Requirements in Major (major-specific required credits)

Undeclared Status

A student may enter CBE as a freshman in an undeclared status. Because the first two years are nearly equivalent programs in all CBE majors, he or she may remain in the undeclared status until reaching junior level (completion of 58 credits). At that time, a major in the college should be selected. The undeclared status allows a student time to become acquainted with the majors within the college and to solidify career objectives before choosing a major.

Distance education: Less than 50% of requirements can be completed via distance
Geographical Area Availability: Moscow
Rationale: Bus 390 was introduced a couple of years ago to provide a means for students to integrate learning across the integrated business core. The course does not have a required content – its learning objectives were tied to integrating other course content and different sections of the course attempted to do this in different ways. Overall, the faculty have not found the 390 course to be terribly effective in achieving the level of integration desired. Further, other means are being used to realize this integration, including focusing on integration in the other courses in the integrated business core (especially the capstone Bus 490) and in the upper division courses within each major as well as use of significant experiential learning opportunities in numerous 300 and 400 level courses within the college. Further, the CBE lacks the capacity to offer Bus 390, and few faculty have shown interest and willingness to develop and deliver sections of Bus 390.

4. Make the following curricular changes to the Business Economics Major (B.S.Bus.)

This program is offered through the College of Business and Economics.

Students preparing for professional careers as economists in private business, government service, or careers where a broad knowledge of economics is useful should elect this curriculum.

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

And one of the following options:

A. General Option
Additional upper-division credits in economics (9 cr)
Upper-division courses in related field areas, with approval of department (9 cr)
Additional upper-division University of Idaho course (3 cr)

Courses to total 120 credits for this degree

B. Financial Economics Option
Bus 302  Intermediate Financial Management (3 cr)
Bus 407  Financial Institutions (3 cr)
Econ 343  Money and Banking (3 cr)

At least one of the following (3 cr):
Bus 381  International Finance (3 cr)
Bus 408  Security Analysis (3 cr)
Bus 463  Portfolio Management (3 cr)
Bus 464  Derivatives and Risk Management (3 cr)

Additional upper-division credits in economics (63 cr)

Courses to total 120 credits for this degree

**Distance Education:** Less than 50% of requirements can be completed via distance

**Geographical Area Availability:** Moscow

**Rationale:** 1. The “courses in related field areas” requirement has been an advising problem for many years because (a) there is no consensus as to which fields are related to economics, and which are not, and (b) approval cannot be handled directly through degree audit, and must be made on a student-by-student basis through communication with the registrar’s office. We think that it would be better to simplify the major by allowing students an upper-division elective instead of requiring unspecified “related fields”.

2. The number of credits required in the general option has been reduced. This is consistent with all other majors offered by the Dept. of Business – counting Bus 490 and the Upper-division Economics elective as part of the major, not the CBE core.

3. Another change is to add Bus 464 to the list of finance electives in the Financial Economics option. This course is similar in scope to Bus 408 and Bus 463, and so should be included as an option for students.

4. The number of upper-division Economics credits is reduced from 6 to 3. Since Econ 343 is required for the Financial Econ option, requiring 6 additional upper-division credits makes the Financial Econ option essentially the same as the General option. All students who choose the Financial econ option must currently take 24 credits of Econ for the major, just like the General option. Reducing it to 21 would allow more of a focus on Finance and differentiate the two options.

5. Make the following curricular changes to the Finance Major (B.S.Bus.)

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

- **Acct 315**  Corporate Accounting and Reporting I (3 cr)
- **Bus 302**  Intermediate Financial Management (3 cr)

One of the following (3 cr):
- **Bus 407**  Financial Institutions (3 cr)
- **Bus 483**  Topics in Financial Analysis (3 cr)

One of the following (3 cr):
- **Bus 409**  Problems in Financial Management (3 cr)
- **Bus 469**  Risk and Insurance (3 cr)

Finance electives, select two of the following (6 cr):
- **Bus 408**  Security Analysis (3 cr)
- **Bus 463**  Portfolio Management (3 cr)
- **Bus 464**  Derivatives and Risk Management (3 cr)
- **Bus 465**  Introduction to Market Trading (3 cr)

Supporting electives, select two of the following (6 cr):
- **Acct 325**  Intermediate Financial Accounting II (3 cr)
- **Acct 385**  Cost and Management Accounting (3 cr)
- **Acct 415**  Advanced Financial Accounting and Reporting (3 cr)
- **Acct 483**  Fundamentals of Federal Taxation (3 cr)
- **Bus 378**  Project Management (3 cr)
- **Bus 381**  International Finance (3 cr)
- **Bus 414**  Entrepreneurship (3 cr)
- **Bus 415**  New Venture Creation (3 cr)
- **Bus 421**  Marketing Research and Analysis (3 cr)
- **Bus 427**  Services Marketing (3 cr)
- **Bus 439**  Systems and Simulation (3 cr)
- **Bus 456**  Quality Management (3 cr)
- **Bus 466**  Market Trading Strategies (3 cr)
- **Bus 495**  Product Development and Brand Management (3 cr)
- **Econ 343**  Money and Banking (3 cr)
- **Econ 351**  Intermediate Macroeconomic Analysis (3 cr)
- **Econ 352**  Intermediate Microeconomic Analysis (3 cr)
- **Econ 407**  Public Finance (3 cr)
- **Econ 453**  Econometrics (3 cr)
- **Stat 431**  Statistical Analysis (3 cr)
Two of the following may be used if not used to satisfy the above Finance elective:

- Bus 408 Security Analysis (3 cr)
- Bus 463 Portfolio Management (3 cr)
- Bus 464 Derivatives and Risk Management (3 cr)
- Bus 465 Introduction to Market Trading (3 cr)

Courses to total 120 credits for this degree

**Distance Education:** Less than 50% of requirements can be completed via distance
**Geographical Area Availability:** Moscow
**Rationale:** Bus 466 is a follow up course to Bus 465 which has been recognized by the Finance faculty as a supporting elective in the last two years. This change updates the catalog to reflect that.

6. Make the following curricular changes to the CBE Common Requirements (B.S.Bus.):

**A. CBE Common Requirements:**

(...)

Humanities (3 cr):

- Phil 103 Ethics (3 cr)
- Phil 208 Business Ethics (3 cr) (or equivalent)

(...)

**Distance Education:** Less than 50% of requirements can be completed via distance
**Geographical Area Availability:** Moscow
**Rationale:** The College of Business & Economics is changing its core curriculum to require students to take the newly created Business Ethics course developed by the Philosophy department (with encouragement and input from CBE faculty). This business ethics course replaces the previously required general ethics course in the program requirements. It is our belief that business students will engage better with the ethical concepts and principles taught in Phil 103 if they are considered relative to how they apply in business practice, which is what the Phil 208 course will do. (Description of Phil 208: Introduction to philosophical reasoning through historical study of Western moral thought, with specific application to ethical issues related to business practice and corporate social responsibility.) Equivalent course allows for substitutions and facilitation of transfer students.