College of Business and Economics

Proposed Catalog Changes

Effective Term (unless otherwise noted) = Summer 2017

COLLEGE OF BUSINESS AND ECONOMICS

1. Change the curricular requirement of the College of Business and Economics

   General College Requirements for Graduation

   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) 54-57 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).

**Distance Education:** 50% or more of the requirements cannot be completed via distance education.

**Geographic Area Availability:** Moscow

**Rationale:** The phrase, “must have junior standing” makes it so that three hundred level classes have to have a waiver done for a second semester sophomore to take the class. BUS310 and BUS321 are two classes that the students can easily be ready to take by the second semester of their sophomore year. Removing the phrase will not hurt the students and will greatly speed up advising and registering.

BUS290 has been changed to BUS310, so this document has to reflect that change.

**BUSINESS**

1. Add the following courses

   **MIS J455/J555 Data Management for Big Data (3 cr)**
   
   Introduction to big data and the various data models related to managing “Big Data” and very large datasets. Emphasis will be on developing NOSQL data management systems. Additional topics may include data access, data analytics, and data visualization. Additional projects/assignments required for graduate credit.

   **Available via distance:** No

   **Geographical Area Availability:** Moscow

   **Assessment:** In order to assess the learning objectives, students will be expected to completed problems sets related to each topic such as NOSQL, Hadoop, MapReduce, present to the class on new or emerging data topic, and take a written exam of the content.

   In addition to the problem sets and presentation, graduate students will have to produce a final written research article.

   **Rationale:** This course has been taught two times as a BUS 404 course. It provides students with current issues related to volume, variety, veracity, and volume of data in a business environment. This should provide students with experience in big data tools to enhance a company’s decision making ability.

   Having removed Bus 390 as a requirement from the CBE Core Curriculum, we have teaching capacity to deliver the course without increasing workload. No additional resources will be needed to teach this course.

   This course is also intended to be used with two proposed certificates – an undergraduate business analytics certificate and a graduate analytics certificate being developed in collaboration with the Statistics department.

   **MIS 555 Data Management for Big Data (3 cr)**

   See MIS J455/J555.
**MIS 456 Cybersecurity Competition (1 cr, max 6)**
Students will develop, practice, and validate cybersecurity skills. The skills developed from participating in the virtual labs will be used to participate in the competitions. Graded P/F.

Available via distance: No
Geographical Area Availability: Moscow
Assessment: Students will participate in virtual labs and a preseason competition. Based on the competition students will be placed in one of three brackets - gold (top 15% of all players nationally), silver (the next 35% of all players nationally) or bronze (the next 50% of all players nationally). Individual competencies of assessed from the competitions include: Open Source Intelligence, Network Traffic Analysis, Log Analysis, Scanning & Reconnaissance, Wireless Access Exploitation, Cryptography, Password Cracking, Web Application Exploitation, and Enumeration & Exploitation.
Rationale: This course will not require additional resources. Management Information Systems faculty plan to share responsibility for the course and to develop a culture of junior and senior students, who have taken the course previously, serving as mentors to newer students. Because the course will also serve as a recruiting tool for Management Information Systems and Computer Science programs the extra service associated with teaching the course should benefit the programs overall.

2. Change the following courses

**Bus 252 Introduction to Business Analytics (3 cr)**
Introduction to business analytics including modeling and sensitivity analysis. Topics include psychology of problem solving, optimization, decision theory, simulation, regression, and related issues. May involve evening exams.

**Prereq:** Stat 251 or Stat 301; and Math 160 or Math 170 or Math 175 or Math 275

Available via distance: Yes
Geographical Area Availability: Moscow
Rationale and Assessment: Adding Math 275 as a prerequisite makes sense because Math 275 could be taken first semester as a freshman if they tested out of calculus 1 and calculus 2. Having these courses listed as possible prerequisites will keep from having to fill out substitution forms in such a scenario.

**Bus 495 Product Development and Brand Management (3 cr)**
Same as RMat 495. Principles of product planning, development and commercialization; concept testing; product-life cycle management; portfolio analysis; targeting and positioning; team management; and implementing product decisions. (Fall only)

**Prereq:** Econ 201, 202 or 272
**Coreq:** Bus 321

Available via distance: Yes
Geographical Area Availability: Moscow
Rationale and Assessment: Understanding markets is critical to the development of products and managing brands. Customer demand, macro environmental factors, competitor dynamics, etc., may influence the type of products that firms introduce into the marketplace. Bus 321, Marketing, is an introductory course on marketing that is suitable as a prerequisite or
corequisite to Bus/RMat 495 as students will then be exposed to the broader role of customers within the context of markets. This understanding will help students be better prepared for success in the Bus/RMat 495 course, and help them be better prepared as they perform a market feasibility analysis. The “Fall only” language is being removed to allow for flexibility in delivering the course in Fall and Spring. Workload for the delivery of this course will not increase as the course will continue to be delivered as it currently is offered. The course is currently assessed using presentations, a final written paper, assignments, and exams.

EMBA 522 Marketing Management and Innovation (32 cr)
Explores the market orientation framework that needs to be created in order to promote innovation, including aspects of marketing and innovation capabilities, marketing strategy and processes, as well as specific marketing programs and decisions.

Available via distance: Yes
Geographical Area Availability: Moscow
Assessment: The course will be assessed using a variety of assessment techniques including (currently) presentations, a final written paper, various deliverables as assignments related to marketing and innovations.
Rationale: The Marketing Management and Innovation course (EMBA522) has been taught with 9 class sessions (of 5-hours each). Three sessions, two on finance and valuation of intellectual property and one session on legal issues of intellectual property are being removed from this course. Those removed EMBA522 topics are being addressed in EMBA512 under existing course descriptions by including a session on intellectual property and innovation finance and valuation (making that a total of 5 contact hours instead of ten) and a session on legal issues relating to innovation and intellectual property. This should make the topics fit better as a “course”. There will be no added workload for the department.

EMBA 534 Managing and Leading Change (21 cr)
Examines how to lead transformational change and manage mid level organizational change through personal and project initiatives.

Available via distance: Yes
Geographical Area Availability: Moscow
Assessment: This course will be assessed with a variety of assessment techniques including a written project (as part of an integrated project with other courses in the same semester), an integrated project presentation, a written paper on a change initiative in their organization, and through faculty assessment of their preparation, contribution and engagement in class.
Rationale: The Managing and Leading Change course (EMBA534) has been taught with 6 class sessions (of 5-hours each). Three of the old sessions will be collapsed into two sessions (old session names: “Effective Management Processes”, “Mastering the Difficult Middles of Changes”, and “Becoming a Change Master”). One session on Defining and Planning Successful Projects remains the same. One session on organizational design is dropped but some of these ideas are also present in EMBA522, EMBA533, and EMBA521. The session on Internal Control Structure will be removed from EMBA534 and a major portion of the ideas from it will be merged into EMBA543, Assessing to Improve Firm Performance. This should make the topics fit better as a “course” and is a more efficient use of time allocation to the topics involved. There will be no added workload for the department.
3. Change the curricular requirements of Information Systems (B.S.Bus.)

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

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

Restricted IS Electives: at least three or two additional courses from the following (26 cr):
CS 120  Computer Science I  4 cr
GEOG 385  GIS Primer  3 cr
GEOG 390  Cartographic Design & Geovisualization  3 cr
CBE  400-Level course offered by the College of Business and Economics  3 cr
CS  Upper-Division Computer Science Course  1-4 cr
Non-CBE Upper-Division Elective or CS 210 or CS 240 or CS 270  3 cr

Additional BUS 390 may be used with approval of IS area coordinator.

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.

Distance Education: 50% or more of the requirements cannot be completed via distance
Geographic Area Availability: Moscow
Rationale: BUS 390 has been dropped from the curriculum.

To provide more opportunities for students with cross-disciplinary options we’re adding three 200 level Computer Science courses to the Restricted elective list to count toward the non CBE elective. These are courses that an IS students would take to satisfy the CS Minor after completing the required CS 120 and 150. This would not add any load to the Computer Science department since students pursuing the minor would be taking these courses anyway.