

**College of Business and Economics  
Proposed Catalog Changes  
Effective Summer 2019**

**BUSINESS**

1. Change the following courses:

**EMBA 534 ~~Managing and~~ Leading Strategic Change****1 credit**

This course prepares the student to lead strategic change within his or her organization by examining both the processes needed to bring about effective strategic change as well as the individual leadership abilities needed to lead these change efforts. The course also examines how to build adaptable and agile organizations that are predisposed to embrace (rather than resist) change. The course considers change primarily from the perspective of the organization's executive leadership team, but also explores how mid-level managers can lead strategic change initiatives within an organization.

**Available via distance:** No

**Geographical Area:** Moscow

**Rationale:** The course is being modified to provide greater emphasis on leadership compared to management and to focus better on the actions needed by the executive leaders in an organization rather than the organization's middle managers. This better aligns with our students need to understand how to lead change as they move into executive leadership roles within their organizations, which is the focus of our EMBA program.

**MKTG 428 Marketing Management****3 credits**

Discussion of major marketing management functions, including market and environmental analysis, as well as marketing planning, strategy, implementation, and control concepts; special emphasis on application of such concepts by developing a marketing plan that identifies market opportunities and proposes relevant marketing programs for a given case study. May involve evening exams.

**Prereq:** MKTG 321, MKTG 324, and MKTG 421; and ~~one Tier 1 marketing elective.~~ MKTG 420 or MKTG 422 or MKTG 424 or MKTG 425 or MKTG 426 or MKTG 427 or MKTG 482 or MKTG 495.

**Available via distance:** No

**Geographical Area:** Moscow

**Rationale:** The change in prerequisites is two address two problems. The first issue is to make it clear that Mktg 321 (Marketing) must be completed prior to taking the Mktg 428 capstone course. It is possible through corequisites for a student to make it through the chain of marketing classes, and not have satisfactorily completed Mktg 321 prior to Mktg 428. This portion of the change is to make it clear that students need to have taken Mktg 321, Mktg 324, and Mktg 421 prior to taking Mktg 428.

The second issue is with the use of Tier 1 Marketing Elective. The term Tier 1 Marketing Elective in the prerequisites is a legacy term used to classify a marketing elective that students needed to have completed for the marketing major. The intent was, and still is, to have all students enrolled in Mktg 428 having taken at least one marketing elective (Tier 1 Marketing Elective) as they integrate topics in the senior level Mktg 428 course. The language of Tier 1 Marketing Elective is difficult for students during advising and for faculty outside of marketing as they are not familiar with the old terminology. The change is to help clarify what are acceptable courses as prerequisites to meet the marketing elective requirement for students to be successful in this course.

### **PGA 150 PGA Golf Management I**

#### **23 credits**

This course will examine the golf industry and the golf professional's role within the industry. Attention will focus on Tournament Operations, Golf Car Fleet Management, Golf Club Repair and Design. Other topics previewed will be Business Planning and Operations and Customer Relations. Prereq: PGA 103.

### **PGA 251 PGA Golf Management II**

#### **23 credits**

This course will examine the golf industry and the golf professional's role within the industry. Attention will focus on Business Communications, Business Planning Operations, Customer Relations, and PGA/PGM Electives. Other topics previewed will be Merchandising Inventory Management and Supervising Delegating.

**Prereq:** PGA 103, PGA 150 and PGM major.

### **PGA 385 PGA Golf Management III**

#### **23 credits**

This course will examine the golf industry and the golf professional's role within the industry. Attention will focus on Merchandising Inventory Management and Supervising Delegating. Other topics previewed will be an overview of the Final Experience. (Spring only)

**Prereq:** PGA 103, PGA 150, and PGA 251.

**Available via distance:** No

**Geographical Area:** CDA

**Rationale:** Our PGA Golf Management program is transitioning to the PGA's 3.0 curriculum. The Professional Golf Association (PGA) has eliminated the Turfgrass and Food & Beverage course and lab requirements, and bolstered core components discussed in the PGA 150, PGA 251, and PGA 385 courses. We are requesting an additional one credit hour per course to have sufficient time to discuss these expanded topics. Additionally, the PGA 386 requirement will be eliminated, creating a net credit decrease of one credit hour for students pursuing the PGA Option. The proposed changes are to ensure we comply with

the changes by the PGA and to provide our students with the skills necessary to be successful in the careers.

With the elimination of PGA 386 (4 credits), the increase in credit hours for PGA 150, PGA 251, and PGA 385 will not increase the additional credits needed by students to complete their PGA curriculum. There will not be an increase in resources demanded to deliver the changes as credit hours reduce for this total change. The increase in credit hours for this course accounts for additional time being spent on current topics, while no new topics are being added.

2. Make the following curricular changes to the **Accounting Major** (B.S.Bus.):

Required course work includes the university requirements (see regulation J-3) the general requirements for graduation from the College of Business and Economics, and:

ACCT 305	Accounting Information Systems	3
ACCT 315	Intermediate Financial Accounting I	3
ACCT 325	Intermediate Financial Accounting II	3
ACCT 385	Cost and Management Accounting	3
<a href="#">ACCT 421</a>	<a href="#">Accounting Data Analytics</a>	<a href="#">3</a>
ACCT 483	Fundamentals of Federal Taxation	3
ACCT 492	Auditing and Controls	3
<b>Select Accounting Electives from the following:</b>		<b>6</b>
ACCT 415	Advanced Financial Accounting & Reporting	
<del>ACCT 421</del>	<del>Accounting Data Analytics</del>	
ACCT 440	Fraud Examination	
ACCT 484	Federal Taxation of Entities	
ACCT 530	Accounting for Public Sector Entities	
ACCT 585	Estate and Elder Planning	
BLAW 420	Commercial Law	
BLAW 425	Law of Business Entities	
<b>Select on additional course in Communication or Writing beyond the UI general Education requirements:</b>		<b>3</b>
COMM 332	Communication and the Small Group	
COMM 335	Intercultural Communication	
COMM 347	Persuasion	
COMM 410	Conflict Management	
COMM 431	Applied Business and Professional Communication	
ENGL 207	Persuasive Writing	
ENGL 313	Business Writing	
ENGL 316	Environmental Writing	
ENGL 317	Technical Writing	
PHIL 201	Critical Thinking	
<b>Select at least one credit from the following experiential learning courses<sup>1</sup>:</b>		<b>1-6</b>
<a href="#">ACCT 403</a>	<a href="#">Workshop<sup>2</sup></a>	

<a href="#">ACCT 498</a>	<a href="#">Accounting Internship Program</a>
<a href="#">ACCT 595</a>	<a href="#">Practicum in Tutoring</a>
<a href="#">BUS 429</a>	<a href="#">Vandal Solutions</a>
<a href="#">ENTR 415</a>	<a href="#">New Venture Creation</a>
<a href="#">FIN 460</a>	<a href="#">Advanced Student Investment Fund Management</a>
<a href="#">FIN 467</a>	<a href="#">Barker Capital Management Group</a>
<a href="#">FIN 468</a>	<a href="#">Market Trading Lab</a>
<a href="#">MIS 456</a>	<a href="#">Cybersecurity Competition</a>
<a href="#">OM 439</a>	<a href="#">Systems and Simulation</a>
Total Hours	<del>27</del> <a href="#">31-37</a>

### Courses to total 120 credits for this degree

<sup>1</sup>[This requirement may be waived by completion of relevant accounting experience or another University of Idaho course with approval of department head.](#)

<sup>2</sup>[Specific ACCT 403 Workshops include Accounting Professional Development, Internal Control Review, Volunteer Income Taxation Assistance Program, and Study Abroad.](#)

**Available via distance:** 50% or more of curricular requirements cannot be completed via distance

**Geographical Area:** Moscow

**Rationale:** (1) Accounting Data Analytics (ACCT 421) requirement:

It has become increasingly important for accounting graduates to learn skills in accounting data analytics to analyze accounting and business decisions and problems, including the detection and assessment of fraud.

The course will need to be offered twice a year. It is currently offered once a year. The department has the capacity to cover the additional section because an instructor just replaced a tenure-track position.

This course fits within CBE Learning Goal #1 Business Knowledge and Environment and Learning Goal #2 Critical Thinking Problem-solving skills. The learning objectives will be assessed in exams, projects, and presentations.

(2) 1 credit of experiential learning course requirement - The Department of Accounting faculty at the University of Idaho value learning environments that provide opportunity for student engagement and interaction with accounting and business professionals, faculty, peers, and community members. This is supported by the Association to Advance Collegiate Schools of Business International (AACSB). AACSB Standard 13 states that schools should “provide a portfolio of experiential learning opportunities for business students, through either formal coursework or extracurricular activities, which allow them to engage with faculty and active business leaders”.

The experiential learning courses are currently offered by the Accounting Department and College of Business and Economic. Note that currently 80% of the accounting students have been participating in at least one UI, CBE, or Accounting Department experiential learning opportunity (according to CBE Senior Surveys). The Accounting Department has the capacity to cover additional sections.

This course fits within CBE Learning Goal # 4 Clarify Purpose and Perspective. The learning objectives will be assessed in papers and presentations.

3. Make the following curricular changes to the **Master of Accountancy (M.Acct.)**:

The Master of Accountancy degree requires 30 semester credits beyond the bachelor's degree, and is designed to meet the 150-credit requirement for taking the CPA examination in Idaho. Completion of this degree qualifies students to enter the public accounting profession in auditing, tax, or other positions ultimately requiring a CPA license.

Students seeking the M.Acct. degree will develop a degree plan in consultation with their advisors, complete at least 30 credits of course work, and successfully complete a comprehensive paper and portfolio.

If a student has earned a BS in Accounting (or equivalent), the required courses include:

ACCT 586	Contemporary Management Accounting Issues	3
ACCT 590	Advanced Auditing Seminar	3
ACCT 592	Financial Accounting and Reporting Seminar	3
<b>Select two courses from the following:</b>		<b>6</b>
ACCT 515	Advanced Financial Accounting & Reporting	
<a href="#">ACCT 521</a>	<a href="#">Accounting Data Analytics</a>	
ACCT 530	Accounting for Public Sector Entities	
<a href="#">ACCT 561</a>	<a href="#">Comparative Accounting Theory</a>	
ACCT 584	Federal Taxation of Entities	
ACCT 585	Estate and Elder Planning	
ACCT 598	Internship (Max 3 credits)	
ACCT 599	Non-thesis Master's Research (Max 6 credits)	
<b><a href="#">Additional 15 credits chosen from approved courses</a></b>		<b><a href="#">15</a></b>
<b>Total Hours</b>		<b><del>15</del><a href="#">30</a></b>

In addition students must have taken at least one US tax class, and at least one Business Law class at the upper-division undergraduate level or at the graduate level. ~~An additional 15 credits are chosen from approved options.~~ Those electing the thesis option include 6 credits of [ACCT 500](#) in the additional 15 credits (must still complete comprehensive paper and portfolio).

If a student has not earned a BS in Business (or equivalent), in addition to the above mentioned courses, the student must take or have taken at least 24 credits of business, economics, statistics, and business law courses at the undergraduate level or at the graduate level. These courses must include at least two business disciplines (e.g. management, marketing, and finance).

**Available via distance:** 50% or more of curricular requirements cannot be completed via distance

**Geographical Area:** Moscow

**Rationale:** ACCT 561 Comparative Accounting Theory and ACCT 521 Accounting Data Analytics are current and relevant courses that are appropriate to be taken as accounting electives in the MACCT program.

ACCT 561 and ACCT 521 have been offered for several years, therefore no additional resources are needed.

Since the courses are electives the learning objectives will not be assessed for all MACCT students at the program level. Note that the course learning objectives are assessed at the course level by the accounting faculty member teaching the course.

[Pending approval at Grad Council.]

4. Make the following curricular changes to the **PGA Golf Management Option in the Business Economics, Finance, Marketing, Management and Human Resources, Management Information Systems, and Operations Management Majors (B.S.Bus.):**

#### **BUSINESS ECONOMICS**

##### **C. PGA Golf Management Option**

Required course work includes all Business Economics, the Business Economics General Option requirements and:

PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	<del>2</del> 3
PGA 251	PGA Golf Management II <sup>1</sup>	<del>2</del> 3
PGA 298	Internship (MAX 6 credits)	1-3
PGA 385	PGA Golf Management III <sup>1</sup>	<del>2</del> 3
<del>PGA 386</del>	<del>Food and Beverage Hospitality with Lab <sup>2</sup></del>	<del>4</del>
PGA 398	Internship (Max 6 credits)	1-3
REC 105	Teaching Golf I	2
REC 205	Teaching Golf II	2
REC 305	Teaching Golf III	2
<b>Total Hours</b>		<del>20-24</del> <b>19-23</b>

<sup>1</sup> PGA 251 and PGA 385, together, can be used to meet the requirement for the Specialized Elective or the Marketing & Entrepreneurship Elective.

<sup>2</sup> ~~PGA 386 can be used to meet the Operations Management Elective requirement.~~

**Courses to total ~~130~~129 credits for this degree**

Students must have a 12.0 handicap or better to enter this program. International students can complete the degree requirements, but membership to the PGA of America requires US Citizenship or Resident Alien status.

## FINANCE

### A. PGA Golf Management Option

Required course work includes all Finance requirements and:

PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	<del>2</del> 3
PGA 251	PGA Golf Management II	<del>2</del> 3
PGA 298	Internship	1-3
PGA 385	PGA Golf Management III <sup>1</sup>	<del>2</del> 3
<del>PGA 386</del>	<del>Food and Beverage Hospitality with Lab <sup>1</sup></del>	<del>4</del>
PGA 398	Internship <sup>1</sup>	1-3
REC 105	Teaching Golf I	2
REC 205	Teaching Golf II	2
REC 305	Teaching Golf III	2

**Total Hours** ~~20-24~~19-23

<sup>1</sup> PGA 385, ~~PGA 386~~, or PGA 398 can be used to cover the two supporting electives (6 cr).

### Courses to total ~~130~~129 credits for this degree

Students must have a 12.0 handicap or better to enter this program. International students can complete the degree requirements, but membership to the PGA of America requires US Citizenship or Resident Alien status

## MARKETING

### C. PGA Golf Management Option

PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	<del>2</del> 3
PGA 251	PGA Golf Management II	<del>2</del> 3
PGA 298	Internship (Max 6 credits)	1-3
PGA 385	PGA Golf Management III	<del>2</del> 3
<del>PGA 386</del>	<del>Food and Beverage Hospitality with Lab</del>	<del>4</del>
PGA 398	Internship (Max 6 credits)	1-3
REC 105	Teaching Golf I	2
REC 205	Teaching Golf II	2
REC 305	Teaching Golf III	2

### Tier 1 Marketing Electives

MKTG 424 or ECON 352	Pricing Strategy and Tactics <sup>2</sup> Intermediate Microeconomic Analysis	3
MKTG 425 or MKTG 426	Retail Distribution Mgmnt Marketing Channels Management	3
MKTG 427	Services Marketing	3

or MKTG 495 Product Development and Brand Management

**Select one course from the following:** **3**

AGEC 333 Introduction to Sales

MKTG 420 Integrated Marketing Communication

MKTG 422 Sales Management

**Total Hours** ~~32-36~~ **31-35**

<sup>1</sup> ECON 352 cannot be used to also satisfy the upper-division economics requirement.

**Courses to total ~~130~~129 credits for this degree**

*Students must pass the PGA Player Ability Test*

*Students must have a 12.0 handicap or better to enter this program.*

*Students must also be a U.S. citizen to be eligible for PGA membership.*

## MANAGEMENT AND HUMAN RESOURCES

### D. PGA Golf Management Option

Required course work includes all Management and Human Resources requirements, one of the Management and Human Resources emphases, and:

PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	<del>2</del> 3
PGA 251	PGA Golf Management II <sup>1</sup>	<del>2</del> 3
PGA 298	Internship	1-3
PGA 385	PGA Golf Management III <sup>1</sup>	<del>2</del> 3
<del>PGA 386</del>	<del>Food and Beverage Hospitality with Lab</del> <sup>2</sup>	<del>4</del>
PGA 398	Internship	1-3
REC 105	Teaching Golf I	2
REC 205	Teaching Golf II	2
REC 305	Teaching Golf III	2

**Total Hours** ~~20-24~~ **19-23**

<sup>1</sup> PGA 251 and PGA 385, together, can be used to meet the requirement for the Specialized Elective or the Marketing & Entrepreneurship Elective.

<sup>2</sup> ~~PGA 386 can be used to meet the Operations Management Elective requirement.~~

**Courses to total ~~130~~129 credits for this degree**

Students must have a 12.0 handicap or better to enter this program. International students can complete the degree requirements, but membership to the PGA of America requires US Citizenship or Resident Alien status

## MANAGEMENT INFORMATION SYSTEMS

### A. PGA Golf Management Option

PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	<del>2</del> 3
PGA 251	PGA Golf Management II <sup>1</sup>	<del>2</del> 3
PGA 298	Internship (Max 6 credits)	1-3



PGA 385	PGA Golf Management III <sup>2</sup>	<del>2</del> 3
<del>PGA 386</del>	<del>Food and Beverage Hospitality with Lab</del> <sup>2</sup>	<del>4</del>
PGA 398	Internship	1-3
REC 105	Teaching Golf I (Max 6 credits)	2
REC 205	Teaching Golf II	2
REC 305	Teaching Golf III	2

**Total Hours** ~~20-24~~19-23

<sup>1</sup> PGA 251 and PGA 385, together, can be used to meet the requirement for the Specialized Elective or the Marketing & Entrepreneurship Elective.

<sup>2</sup> ~~PGA 386 can be used to meet the Operations Management Elective requirement.~~

**Courses to total ~~130~~129 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.

## OPERATION MANAGEMENT

### A. PGA Golf Management Option

Required course work includes all Operations Management requirements and:

PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	<del>2</del> 3
PGA 251	PGA Golf Management II	<del>2</del> 3
PGA 298	Internship (Max 6 credits)	1-3
PGA 385	PGA Golf Management III <sup>1</sup>	<del>2</del> 3
<del>PGA 386</del>	<del>Food and Beverage Hospitality with Lab</del> <sup>2</sup>	<del>4</del>
PGA 398	Internship (Max 6 credits) <sup>1</sup>	1-3
REC 105	Teaching Golf I	2
REC 205	Teaching Golf II	2
REC 305	Teaching Golf III	2

**Total Hours** ~~20-24~~19-23

<sup>1</sup> PGA 385, ~~PGA 386~~, or PGA 398 can be used to cover the (nine credits) of OM electives.

**Courses to total ~~130~~129 credits for this degree**

Students must have a 12.0 handicap or better to enter this program. International students can complete the degree requirements, but membership to the PGA of America requires US Citizenship or Resident Alien status.

**Available via distance:** 50% or more of curricular requirements cannot be completed via distance

**Geographical Area:** Moscow

**Rationale:** Our PGA Golf Management program is transitioning to the PGA's 3.0 curriculum. The Professional Golf Association (PGA) has eliminated the Turfgrass and Food & Beverage course and lab requirements, and bolstered core components discussed in the PGA 150, PGA 251, and PGA 385 courses. We are requesting an

additional one credit hour per course to have sufficient time to discuss these expanded topics. Additionally, the PGA 386 requirement will be eliminated, creating a net credit decrease of one credit hour for students pursuing the PGA Option. The proposed changes are to ensure we comply with the changes by the PGA and to provide our students with the skills necessary to be successful in their careers.

With the elimination of PGA 386 (4 credits), the increase in credit hours for PGA 150, PGA 251, and PGA 385 will not increase the additional credits needed by students to complete their PGA curriculum. There will not be an increase in resources demanded to deliver the changes as credit hours reduce for this total change.

Students are assessed through exams, homework, and projects. Additionally, students are assessed by the PGA of America through exams and their work experience portfolio. Students are assessed using area approved learning objectives. The director will review the course prior to the start of the semester and will review student performance at the end of the semester and post PGA assessment.

5. Make the following curricular changes to the **Management Information Systems Major** (B.S.Bus.):

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

College of Business & Economics Requirements	54-57
Major Requirements	24
Total Hours	78-81
Major Requirements	
MIS 353	Application Development 3
MIS 355	Systems Analysis & Administration 3
MIS 452	Business Telecommunications Management 3
MIS 453	Database Design 3
MIS 454	Issues in Information Systems 3
<a href="#">MIS 455</a>	<a href="#">Data Management for Big Data</a> <u>3</u>
<del>Select at least two additional Restricted MIS Elective courses from the following</del> <b>Select at least two additional Restricted MIS Elective courses from the following OR one 400 level course offered by College of Business and Economics and one course from the following:</b>	
CS 120	Computer Science I
<a href="#">CS 210</a>	<a href="#">Programming Languages</a>
<a href="#">CS 240</a>	<a href="#">Computer Operating Systems</a>
<a href="#">CS 270</a>	<a href="#">System Software</a>
GEOG 385	GIS Primer
GEOG 390	Cartographic Design & Geovisualization

<del>One 400-Level course offered by the College of Business and Economics</del>		
<del>One Upper-Division Computer Science Course</del>		
Select one of the following courses:		<b>3</b>
<del>CS-210</del>	<del>Programming Languages</del>	
<del>CS-240</del>	<del>Computer Operating Systems</del>	
<del>CS-270</del>	<del>System Software</del>	
Total Hours		<b>24</b>
<b>Courses to total 120 credits for this degree</b>		

A. PGA Golf Management Option *[See item 4 for curricular changes to the PGA Option]*

Code	Title	Hours
PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	2
PGA 251	PGA Golf Management II <sup>1</sup>	2
PGA 298	Internship (Max 6 credits)	1-3
PGA 385	PGA Golf Management III <sup>2</sup>	2
PGA 386	Food and Beverage Hospitality with Lab <sup>2</sup>	4
PGA 398	Internship	1-3
REC 105	Teaching Golf I (Max 6 credits)	2
REC 205	Teaching Golf II	2
REC 305	Teaching Golf III	2
Total Hours		20-24

Course List

<sup>1</sup> PGA 251 and PGA 385, together, can be used to meet the requirement for the Specialized Elective or the Marketing & Entrepreneurship Elective.

<sup>2</sup> PGA 386 can be used to meet the Operations Management Elective requirement.

Courses to total 130 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.**

**Available via distance:** 50% or more of curricular requirements cannot be completed via distance

**Geographical Area:** Moscow

**Rationale:** Discusses the technologies that support data management for Analytics. MIS 455 is currently being offered: no new resources needed.

Increased industrial interest in Big Data and Analytics argues for including it as a required course for MIS majors.

The course will remain open to non MIS majors.