PROPOSAL FOR
A BACHELOR OF SCIENCE CLUSTER
OF BUSINESS MAJORS DESIGNED FOR ADULT STUDENTS

This is a proposal for a cluster of Bachelor of Science business majors designed for adult students who transfer to Muskingum University with associate’s degrees or the equivalent of 60 semester hours of credit (s.h.c.) in appropriate fields of professional studies.

The Bachelor of Science (BS) in Business Administration and related business majors (Human Resource Management and Marketing) are baccalaureate programs preparing students to apply business theory, analytical tools and information technology to the goals and challenges of business administration (e.g. finance, innovation, logistics, quality control, problem-solving and strategy).

The Bachelor of Science Business Cluster of majors:

- Meets Association to Advance Collegiate Schools of Business (AACSB) guidelines for curricula
- Serves students with work experience and an associate’s degree or equivalent
- Focuses on the application of scientific and analytical tools to find management solutions
- Is comprised of professional majors in Business Administration, Marketing and Human Resources Management with a common core and discipline-specific sets of specialization courses
- Includes a foundational course introducing the principles of management, and focusing on the application of business theory, analytical tools and information technology to the goals and challenges of business administration (e.g. finance, innovation, logistics, quality control, problem-solving and strategy).
- Culminates in a capstone course (BUSI 4DD Seminar), which requires students to apply the knowledge and skills they have acquired through the majors to real-world business and management challenges
- Offers new opportunities for adult students to develop skills that can be immediately applied to their current positions while advancing their career goals
- Simplifies recruitment of transfer students through articulations with associate degree programs, employing the Muskingum University Transfer Module Policy and minimizing the number of additional credits required for graduation
- Should be ready for implementation of a pilot program in Spring 2012. Full program implementation is targeted for Fall 2012.

This proposal includes:

I. AACSB Guidelines for a common core of knowledge and skills that provide the foundation for the Bachelor of Science Business Cluster majors

II. Business Core and specialization curricula typical of AACSB-accredited baccalaureate-level institutions that are aligned with the AACSB-recommended knowledge and skills for undergraduate business administration majors.
III. Curriculum for three new Bachelor of Science business majors

- BS in Business Administration
- BS in Marketing
- BS in Human Resource Management

The components of program development which need to take place in anticipation of a Fall 2012 full program implementation are:

- Curriculum Committee documentation for faculty review of the Bachelor of Science majors and new courses in Business Administration, Marketing and Human Resources Management.
- Articulation documentation with regional associate’s programs following faculty approval of the majors
- Course development of five new courses:
  1. BUSI 4AA Strategic Management (3)
  2. BUSI 4BB Marketing Analytics and Strategy (3)
  3. BUSI 4CC Topics in Human Resource Management (3)
  4. BUSI 4DD Bachelor of Science Seminar (3)
  5. BUSI 4EE Employment Law for Business (3)

- Program marketing and recruitment

PROPOSED BUSINESS CLUSTER AND SUGGESTED MAJORS

The Bachelor of Science Business Cluster is comprised of: (1) a core congruent with AACSB guidelines that prepares students with the knowledge and skills in the discipline of business/management and in the liberal arts needed for advanced study; and (2) a set of at least five three-credit, advanced discipline-specific courses that define the majors and prepare students for graduate study, or for targeted employment opportunities in business fields (e.g. business administration, marketing, and human resource management).
I. AACSB GUIDELINES FOR BACHELOR OF SCIENCE BUSINESS CLUSTER COURSES

A. Professional Core courses
The Professional Core provides the common framework for foundational knowledge and skills and business-discipline knowledge and skills that comprise the groundwork for all majors within the business cluster (AACSB Business Accreditation Standards - Standard 15 Management of Curricula).

The CORE courses are divided into two types: (A) foundational knowledge and skills and (B) business and management knowledge and skills that cross all BS business-related majors.

A. Foundational knowledge and skills areas identified by AACSB for business may be acquired through 1) OBR-approved transfer modules for Ohio colleges and universities, or 2) Muskingum University Professional Core courses:
   A.1. Communication abilities
   A.2. Ethical and legal understanding
   A.3. Analytic skills
   A.4. Use of information technology
   A.5. Multicultural and diversity understanding
   A.6. Reflective thinking skills
   A.7. Global awareness
   A.8. Foundations of economic, financial and accounting theory

B. Business and management knowledge and skills acquired through course requirements of all BS business-related majors
   B.1. Ethical and legal responsibilities in organizations and society
   B.2. Financial theories, analysis, reporting and markets
   B.3. Creation of value through integrated production and distribution of goods, services, and information
   B.4. Group and individual dynamics in organizations
   B.5. Statistical data analysis as it supports decision-making processes throughout the organization
   B.6. Information technologies as they influence the structure and processes of organizations and economies, and as they influence the roles and techniques of management
   B.7. Domestic and global environments of organizations
   B.8. Other management specific knowledge and abilities as defined by the institution.

The proposed curriculum guidelines for Muskingum’s Bachelor of Science Business Cluster core follow AACSB standards and are typical of AACSB-approved baccalaureate programs. The Bachelor of Business Administration AACSB-approved programs in the following higher education institutions (selected somewhat randomly, but covering a span of institutional types) were reviewed to identify courses commonly included in the business core. The curricula from these universities were similar but not
identical. AACSB encourages some variation among universities to reflect each institution’s unique mission and strengths.

California State University - Chico
Carnegie Mellon University Tepper School of Business
Dallas Baptist University
Fairleigh Dickinson University
Florida International University
Grand Valley State University, Michigan
James Madison University
Ohio University
University of Arkansas Sam Walton College of Business
University of California Berkeley
University of Illinois
University of Maryland University College
University of Michigan
University of Portland

II. PROPOSED BUSINESS CORE

The standards correspond to the AACSB-recommended standards for foundational knowledge and skills for business (page 3). The application of AACSB standards to the course objectives requires detailed review and oversight by the faculty on an on-going basis as the curriculum is delivered. What follows is a suggested application of standards to the courses.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting 201</td>
<td>3 credits</td>
<td>A.3.; A.8.; B.2.</td>
</tr>
<tr>
<td>Accounting 202</td>
<td>3 credits</td>
<td>A.3.; A.8.; B.2.</td>
</tr>
<tr>
<td>Economics 215</td>
<td>3 credits</td>
<td>A.3.; A.8.; B.5.</td>
</tr>
<tr>
<td>Economics 216</td>
<td>3 credits</td>
<td>A.3.; A.8.; B.5.; B.7.</td>
</tr>
<tr>
<td>Business 414</td>
<td>3 credits</td>
<td>A.2.; A.6.; B.1.</td>
</tr>
<tr>
<td>Economics 325</td>
<td>3 credits</td>
<td>A.3.; B.5.</td>
</tr>
<tr>
<td>Communication 355</td>
<td>3 credits</td>
<td>A.1.; A.5.; B.4.</td>
</tr>
<tr>
<td>English 202</td>
<td>3 credits</td>
<td>A.1.; A.5.; B.4.</td>
</tr>
</tbody>
</table>

TOTAL BUSINESS CORE CREDITS 30 credits
III. CURRICULUM FOR THREE NEW BACHELOR OF SCIENCE BUSINESS MAJORS

Each Business Cluster major at Muskingum University requires a minimum of five three-credit discipline-specific courses which, together with the Business Core, define the major. The academic plan for this collection of programs is grounded in requirements for current EAB majors, using existing courses, when possible. It also incorporates greater flexibility for transfer students, as embodied in the Muskingum University Transfer Module Policy.

The Bachelor of Science in Business Administration is intended to be a generalized program, preparing students for a wide range of business-management positions and graduate degrees. The Bachelor of Science in Marketing and Bachelor of Science in Human Resource Management majors prepare students for targeted professions and graduate programs. In the future, additional majors or graduate programs may be added to the Bachelor of Science Business Cluster.

The standards suggested below correspond to the AACSB recommended standards for business and management discipline-specific knowledge and skills acquired through requirements for the major (page 3). The application of AACSB standards to the course objectives requires detailed review and oversight by the faculty. What follows is a suggested application of standards to the courses.

BS IN BUSINESS ADMINISTRATION

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business 4AA</td>
<td>3 credits</td>
<td>A.6.; B.5.; B.8.</td>
</tr>
<tr>
<td>Business 318</td>
<td>3 credits</td>
<td>A.8.; B.2.; B.8.</td>
</tr>
<tr>
<td>Business 326</td>
<td>3 credits</td>
<td>B.2.; B.8.</td>
</tr>
<tr>
<td>Business 341</td>
<td>3 credits</td>
<td>A.7., B.5.; B.6.; B.8.</td>
</tr>
<tr>
<td>Business 412</td>
<td>3 credits</td>
<td>A.1., A.2., 4.5., A.7., A.8.</td>
</tr>
<tr>
<td>Business 412</td>
<td>3 credits</td>
<td>B.1., B.2., B.7., B.8.</td>
</tr>
<tr>
<td>Business 4DD</td>
<td>3 credits</td>
<td>A.6.; B.8.</td>
</tr>
<tr>
<td>CREDITS</td>
<td>18 credits</td>
<td></td>
</tr>
<tr>
<td>TOTAL CREDITS (Business Core and Major)</td>
<td>48 credits</td>
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</tr>
</tbody>
</table>

BS IN MARKETING

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business 341</td>
<td>3 credits</td>
<td>A.7., B.5.; B.6.; B.8.</td>
</tr>
<tr>
<td>Business 419</td>
<td>3 credits</td>
<td>A.5.; B.7.; B.8.</td>
</tr>
<tr>
<td>Business 488</td>
<td>3 credits</td>
<td>A.3.; A.6.; B.5.; B.8.</td>
</tr>
<tr>
<td>Business 4DD</td>
<td>3 credits</td>
<td>A.6.; B.8.</td>
</tr>
<tr>
<td>CREDITS</td>
<td>15 credits</td>
<td></td>
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<tr>
<td>TOTAL CREDITS (Business Core and Marketing Major)</td>
<td>45 credits</td>
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</tbody>
</table>

BS IN HUMAN RESOURCE MANAGEMENT

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business 415</td>
<td>3 credits</td>
<td>B.1.; B.4.; B.5.; B.8.</td>
</tr>
<tr>
<td>Business 4EE</td>
<td>3 credits</td>
<td>B.1.; B.5.; B.8.</td>
</tr>
</tbody>
</table>
Business 4CC  Topics in Human Resource Management 3 credits  B1, B4, B5, B7, B8
Business 4DD  Bachelor of Science Seminar  3 credits  A.6.; B.8.
CREDITS  15 credits

TOTAL CREDITS (Business Core and Human Resource Management Major)  45 credits

COURSE DEVELOPMENT

Five additional courses will need development for the new Bachelor of Science Business Cluster majors:

BUSB 4AA  Strategic Management (3)
BUSB 4BB  Marketing Analytics and Strategy (3)
BUSB 4CC  Topics in Human Resource Management (3)
BUSB 4DD  Bachelor of Science Seminar (3)
BUSB 4EE  Employment Law for Business (3)