Submit originals and one copy and electronic copy to Governance/Faculty Senate Office (email electronic copy to fysenat@uaf.edu)

PROGRAM/DEGREE REQUIREMENT CHANGE (MAJOR/MINOR)

SUBMITTED BY:

<table>
<thead>
<tr>
<th>Department</th>
<th>Business Administration</th>
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<tbody>
<tr>
<td>Prepared by</td>
<td>Jacob Joseph</td>
</tr>
<tr>
<td>College/School</td>
<td>School of Management</td>
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<tr>
<td>Phone</td>
<td>474-6532</td>
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</tbody>
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See http://www.uaf.edu/uafgov/faculty/c for a complete description of the rules governing curriculum & course changes.

PROGRAM IDENTIFICATION:

<table>
<thead>
<tr>
<th>DEGREE PROGRAM</th>
<th>BA</th>
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<tbody>
<tr>
<td>Degree Level:</td>
<td>(i.e., Certificate, A.A., A.A.S., B.A.,)</td>
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A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)

1) The concentration in General Business is being changed to some accounting, economics and business courses not currently in other concentrations.

2) Two changes are made to the concentration for marketing both reflecting submitted changes to the courses using form 2.

3) Changes were made to all the concentrations reducing the number of courses in a concentration from 5 to 4.

B. CURRENT REQUIREMENTS AS IT APPEARS IN THE CATALOG:

Major — B.B.A. Degree

Concentrations: Finance, General Business, Management and Organizations, Marketing

1. Complete the general university requirements. (As part of the core curriculum requirements, complete: BA F323X*; and MATH F262X*.)

2. Complete the B.B.A. degree requirements. (As part of the Common Body of Knowledge, complete AIS F310.)

3. Complete the following:*  
   BA F151—Introduction to Business—3 credits  
   ENGL F314W,O/2—Technical Writing—3 credits

4. Complete the following program (major) requirements:*  
   ACCT F352—Management Accounting—3 credits  
   BA F307—Introductory Human Resource Management—3 credits  
   ECON F321—Intermediate Microeconomics (3)  
   or ECON F322—Managerial Economics (3)—3 credits  
   BA F460—International Business—3 credits

5. Complete one of the following concentrations:*  
   Finance  
   a. Complete the following:  
      BA F423W—Investment Analysis—3 credits  
      BA F424—Real Estate and Alternative Investments—3 credits  
      BA F454O—Student Investment Fund—3 credits
BA F455—Portfolio Management—3 credits
BA F461—International Finance—3 credits

**General Business**

b. Complete any five courses from these concentrations: finance, management and organizations, and marketing.—15 credits

*Note: At least one course must be designated writing intensive (W).*

**Management and Organizations**

c. Complete the following:

- BA F317W—Employment Law—3 credits
- BA F447W,O—Compensation Management—3 credits
- BA F456W—Small Business Management—3 credits
- BA F457—Training and Management Development—3 credits
- BA F467—Current Topics in Management—3 credits

**Marketing**

d. Complete the following:

- BA F436—Consumer Behavior—3 credits
- BA F441—Promotion Management—3 credits
- BA F445W—Marketing Research—3 credits
- BA F490—Services Marketing—3 credits
- BA F491—Current Topics in Marketing—3 credits

6. Minimum credits required—120 credits

* Student must earn a C grade or better in each course.

** Business students may earn a minor as long as their business degree requirements are met first.

*Note: The B.B.A. degree requires 50 percent of the accounting, business administration and economics credits to be earned in residence at UAF.*

*Note: Only one bachelor of business administration degree may be earned with a concentration in general business, finance, management and organizations, or marketing.*
ACCT F352—Management Accounting—3 credits
BA F307—Introductory Human Resource Management—3 credits
ECON F321—Intermediate Microeconomics (3)
or ECON F322—Managerial Economics (3)—3 credits
BA F460—International Business—3 credits

5. Complete an additional 3 credits from ACCT, BA, or ECON.

6. Complete one of the following concentrations:*
   **Finance**
   a. Complete four of the following:
      BA F423W—Investment Analysis—3 credits
      BA F424—Real Estate and Alternative Investments—3 credits
      BA F454O—Student Investment Fund—3 credits
      BA F455—Portfolio Management—3 credits
      BA F461—International Finance—3 credits

   **General Business**
   b. Complete any five courses from these concentrations: finance, management and organizations, and marketing. —15 credits

   b. Complete four School of Management courses (of which at least three must be B.A. courses) approved by the undergraduate director and of which at least 6 hours must be upper-division. —15 credits.

   Note: At least one course must be designated writing intensive (W).

   **Management and Organizations**
   c. Complete four of the following:
      BA F317W—Employment Law—3 credits
      BA F447W,O—Compensation Management—3 credits
      BA F456W—Small Business Management—3 credits
      BA F457—Training and Management Development—3 credits
      BA F467—Current Topics in Management—3 credits

   **Marketing**
   d. Complete four of the following:
      BA F241—Advertising, Sales and Promotion—3 credits
      BA F436—Consumer Behavior—3 credits
      BA F441—Promotion Management—3 credits
      BA F445W—Marketing Research—3 credits
      BA F490—Services Marketing—3 credits
      BA F491—Current Topics in Marketing—3 credits

7. Minimum credits required—120 credits

* Student must earn a C grade or better in each course.
** Business students may earn a minor as long as their business degree requirements are met first.
Note: The B.B.A. degree requires 50 percent of the accounting, business administration and economics credits to be earned in residence at UAF.
Note: Only one bachelor of business administration degree may be earned with a concentration in general business, finance, management and organizations, or marketing.
D. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

1) none
2) none
3) May free up a small amount of resources for SOM

E. IMPACTS ON PROGRAMS/DEPTS:

What programs/departments will be affected by this proposed action? Include information on the Programs/Departments contacted (e.g., email, memo)

1, 2, 3) Just the ones in SOM

F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:

Description of the student learning outcomes assessment process.

JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize program/degree change applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. If you drop a course, is it because the material is covered elsewhere? Use as much space as needed to fully justify the proposed change and explain what has been done to ensure that the quality of the program is not compromised as a result.

1) The concentration in General Business is being changed to some accounting, economics and business courses not currently in other concentrations. This will allow students taking a BBA in BA with a General Business Concentration to some course in accounting, economics and more business courses towards this concentration. This will allow them to take more breadth in their SOM.

2) The 441 course is replaced with the 241 course accompanied by a course title change to more accurately reflect what is being taught in the course (as already stated in the catalogue description). The course is being moved to the 200 level because at business schools this course often is taken by non-majors in addition to majors and does not need other business courses as prerequisites (thus we have removed BA 343 (Principles of Marketing) as a prerequisite.) Both the title and level of the course also more accurately reflect this course as it is taught at other Universities). As this course is also in the marketing minor it should be easier for a student to plan and complete the marketing minor as they can better schedule this course.

The change in the title for 445 is to better give the students an idea that the class will focus on applied research as opposed to basic research.

3) The concentrations were all reduced from 5 to 4 courses and an additional 3 credit hours from ACCT, BA, or ECON was added. This will allow the students an easier time graduating in 4 years, free up another elective for a program that has virtually no free electives, allow the SOM to offer fewer sections of the least popular concentration courses to free up resources, and give the school more flexibility with scheduling when faculty leave who may be the only ones to teach a particular course or two.
## Approvals:

<table>
<thead>
<tr>
<th>Signature, Chair, Program/Department of:</th>
<th>Business Administration</th>
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<tr>
<td>Date</td>
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<tr>
<th>Signature, Chair, College/School Curricular Council for:</th>
<th>School of Management</th>
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