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

**PROGRAM/DEGREE REQUIREMENT CHANGE (MAJOR/MINOR)**

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<th>SUBMITTED BY:</th>
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<tr>
<td>Department</td>
<td>BA program</td>
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<tr>
<td>Prepared by</td>
<td>Jacob Joseph</td>
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<tr>
<td>Email Contact</td>
<td><a href="mailto:jjoseph@alaska.edu">jjoseph@alaska.edu</a></td>
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<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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<tr>
<td>Faculty Contact</td>
<td>Jacob Joseph</td>
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</table>

See [http://www.uaf.edu/ugst/faculty/curriculum](http://www.uaf.edu/ugst/faculty/curriculum) for a complete description of the rules governing curriculum & course changes.

**PROGRAM IDENTIFICATION:**

<table>
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<tr>
<th>Degree Program</th>
<th>Business Administration</th>
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<tbody>
<tr>
<td>Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)</td>
<td>B.B.A.</td>
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**A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)**

The change in the BBA degree requirement serves several purposes:

1. Economics requirement of ECON F351 Public Finance in place of ECON F322 Managerial Economics since it (ECON F351) has a broader appeal and is a better fit in the BBA curriculum.

2. Adding BA F461 or ECON F463 W as substitutes for BA F460 O the current International course/component for the BBA degree requirement. These 2 additional classes expands the courses available so that students have the flexibility to take classes in this area (at least one of the 3 classes will be offered in the Fall and Spring semesters).

3. The elimination of the Management and Organizations concentration. This was proposed by the AACSB accreditation team due to limited faculty coverage and resources.

**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](http://www.uaf.edu/ugst/faculty/curriculum). (As part of the core curriculum requirements, complete: BA F323X*; and MATH F262X*.)

2. Complete the [B.B.A. degree requirements](http://www.uaf.edu/ugst/faculty/curriculum). (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 an additional 3 credits from ACCT, BA or ECON.

6. Complete one of the following concentrations:*  
Finance  
1. 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
2. Complete four School of Management courses (of which at least three must be BA courses) approved by the undergraduate director and of which at least 6 hours must be upper division.

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

Management and Organizations

3. 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

4. Complete four of the following:
   BA F241—Advertising, Sales and Promotion—3 credits
   BA F436—Consumer Behavior—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.

C. PROPOSED REQUIREMENTS AS IT WILL APPEAR IN THE CATALOG WITH THESE CHANGES:
(Underline new wording, strike-through old wording and use complete catalog format)

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)  
   ECON F351—Public Finance—3 credits  
   BA F460 O - International Business or BA F461 - International Finance or ECON F463 W - International Economics — 3 credits

5. Complete an additional 3 credits from ACCT, BA or ECON.
8. Complete one of the following concentrations:*  

Finance  
1. 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  
2. Complete four School of Management courses (of which at least three must be 
   BA courses) approved by the undergraduate director and of which at least 6 
   hours must be upper division.  
   Note: At least one course must be designated writing intensive (W).  

Management and Organizations  
3. Complete four of the following:  
   BA F317W—Employment Law—3 credits  
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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  

These changes were made to decrease the number of courses taught and consolidate the BBA options to  
better reflect the SOM’s faculty expertise. Therefore these changes require no additional resources.
E. IMPACTS ON PROGRAMS/DEP'TS:

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

No other departments will be affected as this was discussed and approved by the School of Management Curriculum Committee.

F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:

Description of the student learning outcomes assessment process)

The School of Management reviews its program on a yearly basis. The SOM also adheres to an “AOL” (assurance of learning) process for its students as dictated by our accrediting body, the AACSB that monitors the 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.

These changes were made to decrease the number of courses taught and consolidate the BBA options to better reflect the SOM’s faculty expertise. In particular, the elimination of the Management and Organizations option will allow the SOM to focus on its core areas of Finance and Marketing for those students wishing to specialize. The change from Econ F322 Managerial Economics to Econ F351 Public Finance also reflects this streamlining and further recognizes that Econ F322 has rarely been offered in recent years due to faculty constraints.

APPROVALS:

Signature, Chair, Program/Department of:  

Date: 1/18/10

Signature, Chair, College/School Curriculum Council for:  

Date: 1/18/10

Signature, Dean, College/School of:  

Date: 2/18/10
ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

Signature, Chair, UAF Faculty Senate Curriculum Review Committee