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

**SUBMITTED BY:**

Department	Business Administration	College/School	School of Management
Prepared by	Amber Lammers	Phone	Ext. 4622
Email Contact	<a href="mailto:allammers@alaska.edu">allammers@alaska.edu</a>	Faculty Contact	Kevin Berry <a href="mailto:Kberry9@alaska.edu">Kberry9@alaska.edu</a>

See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/> for a complete description of the rules governing curriculum & course changes.

**PROGRAM IDENTIFICATION:**

DEGREE PROGRAM	Business Administration, BBA
Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)	BBA

**A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)**

Changes in several course requirements and concentration requirements. Also, the addition of a Sports Management Concentration and a Leadership concentration.

**B. CURRENT REQUIREMENTS AS IT APPEARS IN THE CATALOG:**

***B.B.A., Business Administration***

**Concentrations: Finance, General Business, Marketing**

Minimum Requirements for Degree: 120 credits

Students must earn a C grade or better in each course.

1. General University Requirements

Complete the general university requirements.

2. General Education Requirements

Complete the general education requirements.

3. As part of the general education requirements, complete:

BA F323X Business Ethics 3

MATH F230X Calculus Essentials with Applications 3

4. Select one from the following:

One oral-intensive course designated (O) and one oral-intensive designated (O/2)

Complete two oral-intensive courses designated (O)

Complete three oral-intensive courses designated (O/2)

5. B.B.A. Degree Requirements

Complete the B.B.A. degree requirements.

6. Common Body of Knowledge <sup>1</sup>

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*As part of the Common Body of Knowledge, complete:*

AIS F310 Management of Information Systems

<u>BA F151X</u>	Introduction to Business	3
<u>ENGL F314</u>	Technical Writing	3
7. Program Requirements		
<u>BA F307</u>	Introductory Human Resources Management	3
<u>ECON F321</u>	Intermediate Microeconomics	3
or <u>ECON F351</u>	Public Finance	
Select one from the following:		3
<u>BA F460</u>	International Business	
<u>BA F461</u>	International Finance	
<u>ECON F463</u>	International Economics	
Additional 6 credits from ACCT, BA or ECON		6
8. Concentrations		
Select one from the following concentrations:		12
Finance		
General Business		
Marketing		
Total Credits		85-88

### **Concentrations**

#### ***Finance***

Select four from the following: 12

<u>BA F423</u>	Investment Analysis
<u>BA F424</u>	Real Estate and Alternative Investments
<u>BA F454</u>	Student Investment Fund
<u>BA F455</u>	Portfolio Management
<u>BA F461</u>	International Finance

Total Credits 12

#### ***General Business***

Select four School of Management courses approved by the undergraduate director 12

At least three must be BA courses

At least six hours must be upper-division

Total Credits 12

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

#### ***Marketing***

Select four from the following: 12

<u>BA F241</u>	Advertising, Sales and Promotion
<u>BA F436</u>	Consumer Behavior
<u>BA F445</u>	Marketing Research
<u>BA F490</u>	Services Marketing
<u>BA F491</u>	Current Topics in Marketing

Total Credits 12



**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 B.B.A. degree may be earned with a concentration in finance, general business 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 )

***B.B.A., Business Administration***

**Concentrations: Finance, General Business, Marketing**

Minimum Requirements for Degree: 120 credits

Students must earn a C grade or better in each course.

1. General University Requirements

Complete the general university requirements.

2. General Education Requirements

Complete the general education requirements.

3. As part of the general education requirements, complete:

BA F323X Business Ethics 3

MATH F230X Calculus Essentials with Applications 3

4. ~~Select one from the following:~~

~~One oral-intensive course designated (O) and one oral-intensive designated (O/2)~~

~~Complete two oral-intensive courses designated (O)~~

~~Complete three oral-intensive courses designated (O/2)~~

45. B.B.A. Degree Requirements

Complete the B.B.A. degree requirements.

6. ~~Common Body of Knowledge~~<sup>†</sup> 46-49

~~As part of the Common Body of Knowledge, complete:~~

AIS F310 Management of Information Systems

BA F151X ~~Introduction to Business~~ 3

ENGL F314 ~~Technical Writing~~ 3

5.7. Program Requirements

Complete two of the following: 2

BA 308 Professional Development: How to Prepare for a Job

BA 309 Professional Development: Finding a Career

BA 310 Professional Development: Being Successful

<u>BA F307</u>	Introductory Human Resources Management	3
<u>ECON F321</u>	Intermediate Microeconomics	3
or <u>ECON F351</u>	Public Finance	
Select one from the following:		3
<u>BA F460</u>	International Business	
<u>BA F461</u>	International Finance	
<u>ECON F463</u>	International Economics	
Additional 6–9 credits from ACCT, BA or ECON <u>or a second concentration</u>		6 9

#### 6.8. Concentrations

Select one or more from the following concentrations: 12-9

Finance

General Business

Marketing

Leadership

Sport Management

Total Credits 85-88

#### Concentrations

##### *Finance*

Select ~~four~~ three from the following:

<u>BA F423</u>	Investment Analysis
<u>BA F424</u>	Real Estate and Alternative Investments
<u>BA F454</u>	Student Investment Fund
<u>BA F455</u>	Portfolio Management
<u>BA F461</u>	International Finance

Total Credits 12-9

##### *General Business*

Select ~~four~~ three School of Management courses approved by the undergraduate director

At least ~~three~~ two must be BA courses

At least six hours must be upper-division

Total Credits 12-9

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

##### *Marketing*

Select ~~four~~ three from the following:

<u>BA F241</u>	Advertising, Sales and Promotion
<u>BA F436</u>	Consumer Behavior
<u>BA F445</u>	Marketing Research
<u>BA F490</u>	Services Marketing
<u>BA F491</u>	Current Topics in Marketing
<u>BA 443</u>	Social Media Marketing

12-9



BA/SPRT 482      Sport Marketing  
Total Credits

**Sport Management**

Select three from the following:

BA/SPRT 281      Introduction to Sport Management  
BA/SPRT 280      Sport Leadership  
BA/SPRT 481      Entertainment and Sport Event Management  
BA/SPRT 482      Sport Marketing  
BA/SPRT 483      Sport Sales

Total Credits 9

**Leadership**

Select three from the following:

BA 280              Sport Leadership  
HSEM/LEAD 456   Leadership in Dangerous Contexts  
BA/LEAD 470      Leadership Theory and Development  
BA/LEAD 472      Leading Change

Total Credits 9

**8. Electives**

Free electives as needed to meet 120 credits

Total credits needed for degree 120

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

Students majoring in Business Administration may not minor in the following: Finance, General Business, Marketing, Sport Management, Management and Organizations, or the Business Administration track the Leadership minor.

**Note:** The B.B.A. degree requires 50 percent of the accounting, business administration and economics credits to be earned in residence at UAF. Twenty-four out of the last 30 credits earned must be taken at UAF.

**Note:** Only one B.B.A. degree may be earned with a concentration in finance, general business, or marketing, sport management or leadership.

**D. ESTIMATED IMPACT**

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

This will not have any major impact on any program outside of SOM. The courses we are adding will be taught by current SOM faculty and many of the courses have been offered previously. With the addition of the new BA one credit courses, there will be an additional requirement for classrooms each semester though.



**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)*

Outside of the BBA, this will have little effect on other programs. The only exception is that the English program will see a decrease in students taking the ENGL 314X course since we are proposing SOM courses to replace that requirement.

**F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:**

*Description of the student learning outcomes assessment process.)*

After a review of the AOL and AACSB assessments for SOM, we have determined that the addition of these new classes addresses our oral communication requirements. These assessments showed a need for increased oral communication requirements, which will be addressed by the program changes for the Accounting Department.

**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.

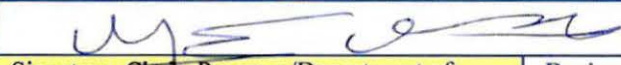
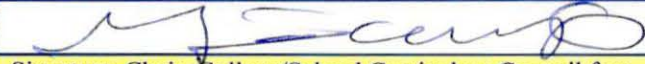
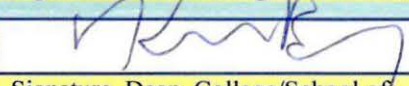
The addition of the new Sport Management concentration goes hand in hand with the Sport Management minor. As more students have shown interest in this field, we have added additional courses. These courses are already being taught and typically are full to capacity. Adding the concentration allows students with an interest in this field to focus on this topic.

Likewise, the addition of the new Leadership concentration goes with the Leadership minor. This is increasingly becoming a concentration that students are showing interest in.

Changing the Body of Knowledge courses: dropping BA 151 is essential as it is now a GER course and therefore cannot be counted twice. As for the ENGL 314 course, the addition of BA courses allows students to focus more on the technical aspects of writing that will be important for their futures. More focus is spent on ensuring they are prepared for post-college challenges.



Changes to the Marketing concentration: adding new classes to the Marketing concentration focuses on new topics and areas of marketing that are increasingly becoming important.

**APPROVALS: SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE**

	Date	11/10/16
Signature, Chair, Program/Department of: <u>Business Administration</u>		
	Date	11/10/16
Signature, Chair, College/School Curriculum Council for: <u>School of Management</u>		
	Date	11/11/16
Signature, Dean, College/School of: <u>School of Management</u>		

**APPROVALS: SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE**

	Date	11/10/16
Signature, Chair, Program/Department of: <u>Sport Management</u>		
	Date	11/10/16
Signature, Chair, College/School Curriculum Council for: <u>School of Management</u>		

		Date	11/11/16
Signature, Dean, College/School of:		School of Management	
<b>CHAIR SIGNATURE OBTAINED FOLLOWING APPROVAL BY FACULTY SENATE COMMITTEE</b>			
		Date	
Signature, Chair, UAF Faculty Senate			
___ Curriculum Review Committee			
___ Graduate Academic and Advisory Committee			