

Curriculum Proposal Signature Sheet

5 Year CAS/MBA PROGRAM

TITLE OF PROPOSAL

Type of Proposal

Program

- New
- Changes within Major
- Changes within Cognate *
- Changes in Minor or Track
- Changes in Concentration*
- Program Deletion

Course

- New
- Changes in Course taken only by Majors
- Changes in Course required of Non-Majors*
- Changes in Course open to Non-Majors
- Deletion of Course taken only by Majors
- Deletion of Course required of Non-Majors*
- Deletion of Course open to Non-Majors

Review and Approval

4/6/06

SPONSORING DEPARTMENT(S)

DATE(S)

Signature of Sponsoring Chair(s)/Date

M. L. Lajoie

* For starred items Chairs of affected Departments/Programs must sign below before Dean's review

Dean's Preliminary Review

- Proposal: Complete
 Satisfies U of S Curricular Requirements
 Consistent with College Goals/Mission

Additional preliminary comments below

Dean's Signature/Date

[Signature]

- CAS CPS SOM GRAD DHC

Preliminary FSCC Disposition:

- Committee recommends approval (*new program proposals require a Recommendation from the full Senate*)
- Proposal will require minimal review: Anticipated FS Meeting Date: _____
- Proposal will require significant review: Anticipated FS Meeting Date: _____

FSCC Chair Signature/Date _____

Issues: _____

Additional Signatures

Department	Signature	Date
Department	Signature	Date
Department	Signature	Date

**New Academic Program
(Degree Program, Major, Minor or Concentration)**

Title of New Program 5 Year CAS/ MBA PROGRAM Undergraduate Graduate

Required Credits: 48 Major Minor Concentration **First Offering:** Fall 2007
Semester *Year*

Department(s) KANIA SCHOOL OF MGMT **Contact Person:** DR. Murli Rajan
Name *extension*

List all required (including cognate and prerequisite) courses pertaining to the new program (in chronological order)

Will the sponsoring dept(s).
deliver the course?

Course Prefix/ Number	Course Title	Year	Yes	No (specify dept.)
MBA 501A		4 th	X	
MBA 501B		X	X	
MBA 501C		X	X	
MBA 502A		X	X	
MBA502B		X	X	
MBA 502C		X	X	
MBA 503A		X	X	
MBA 503B		X	X	
MBA 503C		X	X	
MBA 504A		X	X	
MBA 504B		X	X	
MBA 504 C		X	X	
ACC 502		X	X	
OM 503		X	X	
MIS 504		5	X	
MGT 505		5	X	

MKT 506		X	X	
ECO 507		X	X	
MGT 501		X	X	
FIN 508		X	X	
MGT 509		X	X	
OM 540		X	X	
MGT 556		X	X	
MBA 510		5th	X	

List New courses and date New Course Proposals were/will be submitted:

Course Prefix and Number	Course Title	Date Submitted
NONE		

Oversight:

Managing Department or Program Manager: MBA Director

Home Dean: CAS CPS SOM GRAD DHC

List and Analysis of Needed Resources:

Faculty (*Faculty involved in the program both in teaching and other ways, their qualifications, the impact their involvement will have on other programs and how that will be addressed.*

Indicate any new faculty (if needed) and estimate wages, benefits and start up costs):

No New Faculty needed.
 Current KSOM faculty will be involved in teaching current courses to CAS majors wishing to complete a bachelor's degree and an MBA within approximately five years.
 Some courses will have to be made available regularly during short sessions.

Library (*Are Library holdings adequate for the proposed program? What new library resources might be needed? The Director of the Library should assist in answering these questions*):

No new library resources needed.

Laboratories, Equipment, Space (*What new and continuing resources are needed?*):

None

Other (*Are any other resources needed to mount and continue operation of the program?*):

None

Will the new program have an impact on the core curriculum? No Yes
(indicate impact)

NO

Will the program have any impact on another department? No Yes

If yes, indicate the impact on and the response of the affected department.

CAS departments will have to provide advising to undergraduates seeking to complete the CAS/MBA programs.
They will also have to develop grids to guide student planning at the earliest point in their freshman year.

Will the program have any impact on the University Community? No Yes

If yes, indicate the impact and responses.

No

Required attachments (see detailed instructions below):

- Executive Summary (one page maximum)
- Description of the Program
 - Relationship of Program to University Mission and College/Dept. Goals
 - Description of the new curriculum;
- Analysis of the Need/Market (*Source(s) of data must be included*)
 - Demonstration of Need
 - Regional Competition
 - Anticipated Enrollment
 - Prospects for Graduates
- Cost/Revenue Considerations
 - Analysis of Costs
 - Analysis of Revenue
- Student Learning Outcomes and Assessment Plan
 - Expected Student Learning Outcomes
 - Plan for Assessment
- Accreditation narrative or documentation (if applicable)
- Curriculum Guide

Instructions for attachments:

1. **Executive Summary:** Provide a summary of the proposal. Limit the summary to one page.
2. **Description of the Program:** Provide a description of the nature of the program and its relationship to the University Mission and applicable College/Department goals. The form "Proposal for a New Academic Program (Degree Program, Major, Minor or Concentration)" requires a comparative list of existing and new courses; this narrative should include a more detailed description of the new curriculum, such as an explanation of requirements, options, sequences, relationships with other programs and comparisons with

similar programs elsewhere. The reader should be able to understand what is proposed, how it fits into the institution and how it fits into the broader world of higher education.

3. **An Analysis of the Need/Market:** This includes both the student market and the job market. What is the need for this program? (Identify the source(s) of the data used to demonstrate need.) What is the anticipated enrollment? What competition exists in the region? What are the prospects for graduates of the program? The reader should get some idea of whether the investment of resources would be worthwhile in terms of student enrollment and satisfaction after completion of the program. The Assessment and Institutional Research Office (AIRO) should be used as a resource.
4. **Cost/Revenue Considerations:** Provide an analysis of the cost of the program and potential revenue. It is expected that the Assistant Vice President of Finance would be used as a resource. Include a five-year projection addressing:
 - a. **COST:** (identify all costs taking into account the cost attributed directly to the proposed program) This includes new faculty compensation, startup costs for new faculty, administrative costs (secretarial support—do not include decanal costs, technical support), library needs, technical equipment (include computing costs), graduate assistant stipends, etc.
 - b. **REVENUE:** expected number of students per semester (with number of expected credit hours), tuition/fee revenue generated, service commitment from graduate assistants (e.g., laboratory instruction)
5. **Student Learning Outcomes and Assessment Plan for the Program:** Define the expected student learning outcomes for the program as a whole and detail how the achievement of those outcomes will be assessed, both during and after completion of the program. Highlight the indicators of student success such as job placement, entrance into graduate or professional school, performance on external examinations, portfolio assessment, etc.
6. **Accreditation (if applicable):** Provide a brief narrative addressing accreditation standards and how the proposed program meets these standards.
7. **Curriculum Guide:** Provide the curriculum guide as it would appear in the University catalog.

Five Year CAS/MBA Program Proposal

1. Executive Summary:

Many students see an advantage in pursuing an undergraduate major other than business prior to completing an advanced degree in business management. Others may develop an interest in business midway during their undergraduate experience in a program of study other than business. Students continue to seek majors in the traditional liberal arts and sciences disciplines in order to pursue their individual areas of interest, to seek broader educational opportunities beyond those offered in professional programs, and to explore areas of study before committing to a particular major. For many, a foundation in the liberal arts and sciences is recognized as a way to develop broader skills and academic experiences.

These skills in combination with business knowledge and skills can enhance a students' career prospects significantly. The purpose of this accelerated BA or BS/MBA program is to provide College of Arts and Science (CAS) students an opportunity to complete a bachelor's degree in CAS, and an MBA in the Kania School of Management (KSOM) in about five years.

Students who complete this program would acquire business management knowledge and skills in addition to completing a degree in their favorite CAS major. This would enhance their career prospects as leaders in a variety of organizations, including those related to the undergraduate major. Student would have access to a variety of programs and services offered by both the CAS and the KSOM. The program also promises cost savings for students by reducing completion time of the MBA to one year after the bachelor's degree. This is made possible by permitting the use of free electives for graduate business courses in the fourth year and allowing those courses to count towards completion of the undergraduate program.

2. Description of the Program

This program contributes to our mission to offer degree programs at the undergraduate and graduate levels in traditional disciplines of the liberal arts as well as pre-professional and professional areas. No new courses are being proposed. All the courses needed are already in place. The program involves allowing CAS students to use their free electives to complete certain MBA courses which will also count toward completion of the undergraduate degree. The MBA curriculum is described in the graduate catalog.

To be admitted students must submit an application by the end of the fall semester of their junior year. Students must also satisfy all graduate school admission requirements.

Criteria for admission will include:

- Some Statistics Background. Students without a statistics background will have to take the MBA statistics module.
- Minimum GMAT of 550
- Minimum GPA of 3.2. In making an admission decision we take into account many factors including the students major and performance on the GMAT. So a high GMAT can mitigate a GPA below 3.2.

3. An Analysis of the Need/ Market:

Many CAS majors have expressed the desire to complete a management degree such as the MBA in order to enhance their prospects. This program is an efficient way to

meet that need. It should also be noted that many of our competitors (e.g. Binghamton) have similar programs. This program will help us retain some of our best students for graduate studies rather than lose them to competing schools.

4. Cost/Revenue Considerations

No anticipated incremental costs. However, the University will earn additional revenues in the fifth year.

5. Student Learning Outcomes and Assessment Plan for the Program: Same as current learning outcomes and assessment plan for the MBA program.

6. Accreditation (if applicable) n/a

7. Curriculum Guide:

The MBA curriculum is described in the graduate catalog. Below is the proposed program structure for the accelerated version.

Fourth Year			Fifth Year	
Fall	Spring	Summer	Fall	Spring
MBA 501A	MBA 503A	ACC 502	MIS 504	FIN 508
MBA 501B	MBA 503B	OM 503	MGT 505	MGT 509
MBA 501C	MBA 503C		MKT 506	OM 540
MBA 502A	MBA 504A		ECO 507	MGT 556
MBA 502B	MBA 504B		MGT 501	MBA 510
MBA 502C	MBA 504C			

8. Anticipated Enrollment:

Targeted at 15-20 students per year

9. Prospects for Students:

Graduates with liberal arts backgrounds and graduate business education are sought after in industry for their superior analytical and communication skills. They will have very good employment prospects and competitive starting salaries.

