

Gordon Ford College of Business
Graduate Committee Meeting
Agenda

Tuesday, September 14, 2015 - 2:30-3:20 pm
Grise Hall 443 – Oppitz (Deans) Conference Room

Members: Dawn Bolton, Johnny Chan, Susane Leguizamon, Harold Little, Sean Marston, Patricia Todd. *Ex officio members:* Colette Chelf (WKU Graduate School), Alex Lebedinsky (MAE), Steve Wells (MAcc), and Bob Hatfield (Chair and MBA)

1. Old Business
 - a. Approval of Minutes from last meeting
 - b. Fall Meeting dates: **Tuesdays at 2:20-3:20pm on 9/15, 10/13, and 11/11**

2. **Action Items**
 - a. Curriculum proposals¹ (see attached proposals)
 - i. MBA - the following items were passed in the MBA committee on 9/9/15
 1. Course Revision
 - a. BA 513 – Course title and description modified to “Information Technology and Data Analytics”
 2. Program Revision
 - a. MBA Degree: Removal of BA 512 “Business Analysis and Research Methods” as a required course (see BA 513 above) and modifying program from 33 back to 30 credit hours (like the other graduate programs in GFCB)
 - b. Student representative for Graduate Council

3. Reports from:
 - a. The Graduate School
 - b. Program Reports: MAcc, MAE, MBA

4. Walk-ons

¹ The process for MBA curricular proposals now starts with the MBA Committee (no longer a subcommittee), then comes to us, then to WKU Grad Council's new Curriculum Committee, WKU Grad Council, then to the WKU Senate and Provost. A similar process for MAE and MAcc curricular proposals but originating in the home department.

Proposal Date: August 27, 2015

**Ford College of Business
Revise a Course
(Action)**

Date: August 27, 2015

College, Department: Ford College of Business; MBA Program – Information Systems

Contact Person: Kirk Atkinson, 5-8845, kirk.atkinson@wku.edu

1. Identification of course

- 1.1 Course prefix (subject area) and number: BA 513
- 1.2 Course title: Information Technology & Strategy

2. Proposed change(s):

- 2.1 course number: BA 513
- 2.2 course title: Information Technology & Data Analytics
- 2.3 credit hours: 3
- 2.4 grade type: Letter
- 2.5 prerequisites: BA 503 or equivalent
- 2.6 corequisites: none
- 2.7 course description: Critical thinking in strategic uses of business intelligence; resources (computers, software, data/information, and people); and innovations in effective data analysis techniques. Issues in ethical use of data, teamwork and leadership included.
- 2.8 other:

3. Rationale for revision of course:

The need for additional managerial-level personnel to understand and perform basic data analysis is driving many institutions to focus core skills on emerging tools, key competencies, an ability to interpret results, and to communicate meaning to other constituents. This course is appropriately positioned to afford MBA students exposure to emerging business intelligence techniques including data mining, analysis, and visualization software as well as insights on ethical uses of data, interpretation of and presentation of results. A team approach will be used to model applied organizational behaviors and systems.

4. Term of implementation: Spring 2016

5. Dates of committee approvals:

Department

MBA Committee

College Curriculum Committee

Graduate Council

University Senate

 9/8/2015

*Course revision proposals require a Course Inventory Form be submitted by the College Dean's office to the Office of the Registrar.

Revise a Program (Action)

Date: 9/8/2015

College: Gordon Ford College of Business

Department: MBA

Contact Person: Dr. Bob Hatfield, bob.hatfield@wku.edu, 745-6581

1. Identification of program:

1.1 Reference number: (057)

1.2 Program title: Master of Business Administration

2. Proposed change(s):

2.1 ☐ title:

2.2 ☐ admission criteria:

2.3 ☒ curriculum: Change program requirements from 33 to 30 hours deleting BA

512

2.4 ☐ other:

3. Detailed program description:

Existing Program		Revised Program	
(Insert existing program language)		(Identify deletions by strike-through and highlight additions.)	
Program Requirements (33 hours)		Program Requirements (33 30 hours)	
BA 510 Advanced Organizational Behavior	3	BA 510 Advanced Organizational Behavior	3
BA 511 Applied Micro Economic Theory	3	BA 511 Applied Micro Economic Theory	3
BA 512 Business Analysis and Research Methods	3	BA 512 Business Analysis and Research Methods	3
BA 513 Information Technology and Strategy	3	BA 513 Information Technology and Strategy	3
BA 515 Managerial Accounting	3	BA 515 Managerial Accounting	3
BA 517 Advanced Marketing	3	BA 517 Advanced Marketing	3
BA 519 Advanced Managerial Finance	3	BA 519 Advanced Managerial Finance	3
BA 580 Contemporary Issues in Business ¹	3	BA 580 Contemporary Issues in Business ¹	3
BA 590 Strategic Business Concepts and Applications	3	BA 590 Strategic Business Concepts and Applications	3
Electives		Electives	
Select 6 hours ²	6	Select 6 hours ²	6
Total Hours	33	Total Hours	30 33

4. Rationale: BA 513 is revised to now include the core of the analysis and methods material that had been covered in BA 512. This allows the MBA to return to the 30 credit hour program it was for many years.

5. Proposed term for implementation: Fall 2016

6. Dates of committee approvals:

Department	_____
College Curriculum Committee	_____
Professional Education Council (if applicable)	_____
Graduate Council	_____
University Senate	_____