Gordon Ford College of Business

MBA Committee Meeting

Agenda
Wednesday, September 9, 2015
8:00-9:00 am
Grise Hall 443 – State Farm Room
Members: Dr.'s, Kirk Atkinson, Harold Little, Ling Lo, Paula Potter, Brian Strow & Patricia Todd (Chair). *Ex Officio* Members: Bob Hatfield, April Schleig, & Jean Snavely

1. Old Business

2. New Business

    a. Course Modification BA 513 to Information Technology and Data Analytics (attached)
    b. Program Modification: MBA from 33 to 30 credit hours (attached)
    c. Demand for Graduate Certificate in Business Administration

3. Reports from:
    a. AOL – Review of Objectives related to curriculum

4. Walk-ons

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 9/8/2015
MBA Committee
College Curriculum Committee
Graduate Council
University Senate

**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~~ Data Analytics	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	_____