**Gordon Ford College of Business**

# MBA Committee Meeting

Agenda
Wednesday, October 7, 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. Discuss proposal details for the certificate in Business Administration (attached)
    b. Discussion of adoption of the Proposed Learning Objectives for AASCB
    c. Discussion of matrix to tie learning objectives to curriculum

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

4. Walk-ons

**Certificate Program - Create New**
Graduate Certificate in Business Administration
Gordon Ford College of Business
**(Action)**

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|---|---|
| Date: | October 7, 2015 |
| College: | Gordon Ford College of Business |
| Department: | MBA |
| Contact Person: | Bob Hatfield, Associate Dean GFCB |
| Name, email, phone | bob.hatfield@wku.edu, 270-745-6589 |

**1. Identification of program:**

1.1 Program title: Graduate Certificate in Business Administration
1.2 Required hours: 16.5 Credit Hours
1.3 Program Description: Graduate certificate in selected core business disciplines
1.4 Classification of Instructional Program Code (CIP): 52.0201

**2. Learning outcomes of the proposed certificate program:**

A. **Discipline Knowledge:** Certificate graduates will demonstrate a general knowledge in all of the core business disciplines and deeper and more specific graduate knowledge in the areas of Accounting, Finance and two of the following areas: Economics, Information Systems, Organizational Behavior, Marketing, and Strategic Management.
B. **Critical and Strategic Thinking:** Certificate graduates will demonstrate the capacity to integrate discipline knowledge to formulate and communicate strategies and to apply relevant data analytics to identify and solve business problems.
C. **Accounting and Financial Analysis:** Certificate graduates will demonstrate effectiveness at using systems in accounting and perform financial analysis.

**3. Rationale:**

**3.1 Reason for developing the proposed certificate program:**
Several graduate programs have discussed a need for an option for their programs to include a business preparation without completing an entire MBA or other graduate degree. A number of peer and aspirational schools offer a graduate certificate in business administration to offer such an option to students. Other students have asked for an educational opportunity in business beyond the BA or BS degree without earning a full MBA.

**3.2 Relationship of the proposed certificate program to other programs now offered by the department:**
All of the courses in the certificate are courses currently required for the MBA degree currently. The only exception is the 4.5 credit hour BA 502 "MBA Foundation Modules" which is generally required as a preparation step if an MBA applicant does not have a recent business degree providing basic business knowledge in the disciplines. However BA 502 is not a requirement in the MBA curriculum.

The GFCB has only one other graduate certificate: *Graduate Certificate in Business Sustainability.* None of the courses in the Business Sustainability certificate overlap with courses in the proposed certificate.

**3.3 Relationship of the proposed certificate program to certificate programs offered in other departments:**
We are unaware of any graduate certificate among the 23 or more graduate certificates which is similar.

3.4 **Projected enrollment in the proposed certificate program:** 20 per year

**3.5 Similar certificate programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions – marked with *):**

- Business Analytics: Graduate Certificate, Appalachian State University*
- Business Essentials for Professionals Certificate, Ball State University*
- Business Foundations Graduate Certificate, East Carolina University*
- Business Administration Graduate Certificate, East Tennessee State University*
- Advanced Study in Public Administration (Graduate Certificate), Indiana State University*
- Certificate of Graduate Study: Managerial Leadership, Northern Illinois University*
- Certificate in Leadership for Organizations (Business), Towson University*
- Graduate Certificate in Business Foundations, University of North Carolina at Charlotte*
- Graduate Certificate in Business Foundations, University of North Carolina at Greensboro*
- Graduate Certificate in Business Foundations, University of Southern Mississippi*
- Graduate Certificate in Business, Wayne State University
- Graduate Certificate in Core Business Competencies, NYU
- Leadership and Management Graduate Certificate, University of Cincinnati
- Business Management Certificate Program, Indiana University
- Strategic Management Certificate, Harvard University
- -None in Kentucky at a Public Institution

**3.6 Relationship of the proposed certificate program to the university mission and objectives:**

***WKU Mission Statement: Western Kentucky University (WKU) prepares students of all backgrounds to be productive, engaged, and socially responsible citizen-leaders of a global society. The University provides research, service and lifelong learning opportunities for its students, faculty, and other constituents. WKU enriches the quality of life for those within its reach.***

This graduate educational business opportunity will help prepare professionals and leaders in the area of business. This includes using the certificate as part of a strategy of lifelong learning. Better prepared professionals and leaders will benefit both the local and the global society.

**Challenging the Spirit Action Plan 2012-13 to 2017-18**

**WKU Strategic Goal 1: Foster Academic Excellence**
**Extend the engaged learning and global dimensions of the WKU academic experience**
**Reinforce WKU as a destination of choice for faculty, staff and students**

A graduate business preparation includes courses which are applied in focus. The learning approach is engaged and offers an opportunity which is not offered at the level of a certificate in Kentucky.

**OBJECTIVE 2.3**
**Make a college education more economically affordable for students from diverse groups.**

The certificate offers an advanced business educational opportunity which costs less in time and tuition than a complete graduate business degree.

**OBJECTIVE 3.1**
**Expand WKU's economic impact on the region through student, faculty, and staff engagement. "Increase by 20% percentage of credits completed through distance learning" and "Expand and enhance online programs and student services."**

This added certificate would expand the graduate business educational opportunities and contribute toward providing business essentials to the Kentucky workforce. The intention of the program is to provide the coursework through current online MBA courses. BA 502 MBA Foundation Modules are provided through WKU's On Demand function as part of DELO.

**4. Admission Criteria:**
The admission requirements for The Graduate School including a bachelor's degree, a 2.75 overall GPA, transcript. There is no GMAT or GRE requirement for the certificate.

**5. Curriculum:**
The certificate requires the successful completion of 5 courses, three of which are required and two of which are chosen from a list of specified options. The certificate requires 16.5 Credit Hours.

THREE REQUIRED COURSES:

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| BA 502 – MBA Foundation Modules | 4.5 Credit Hours |
| BA 515 – Managerial Accounting Concepts & Applications | 3.0 Credit Hours |
| BA 519 – Advanced Managerial Finance | 3.0 Credit Hours |

TWO COURSES REQUIRED FROM THE FOLLOWING LIST:

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| BA 510 – Advanced Organizational Behavior | 3.0 Credit Hours |
| BA 511 – Applied Microeconomic Theory | 3.0 Credit Hours |
| BA 513 – Information Technology & Strategy | 3.0 Credit Hours |
| BA 517 – Advanced Marketing | 3.0 Credit Hours |

**6. Budget implications:**

The intention is to offer the classes as online courses. No additional courses need to be added. All of these courses are currently offered on a rotation and faculty are generally payed overload for the courses. Enrollment in the certificate will likely help fill the courses to capacity. The BA 502 MBA Foundation Modules are also scalable based upon their special tuition as a single on-demand course.

**7. Term of implementation:** Fall 2016

**8. Dates of committee approvals:**

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| Department | _____ |
| College Curriculum Committee | _____ |
| Office of Academic Affairs (if ≥18 hour program) | _____ |
| Professional Education Council (if applicable) | _____ |
| Graduate Council | _____ |
| University Senate | _____ |
| Board of Regents | _____ |