UNIVERSITY OF MARY WASHINGTON – PROGRAM CHANGE PROPOSAL
Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

<table>
<thead>
<tr>
<th>COLLEGE (check one):</th>
<th>Arts and Sciences</th>
<th>Business</th>
<th>X</th>
<th>Education</th>
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</thead>
<tbody>
<tr>
<td>Proposal Submitted By:</td>
<td>Lance Gentry</td>
<td>Date Prepared:</td>
<td>February 9, 2015</td>
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<tr>
<td>Department /Program:</td>
<td>College of Business: B.S. in Business Administration Degree with Marketing Major</td>
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Note: for any program change entailing the addition any new courses, or revisions to existing courses, separate proposal for those course actions must also be submitted.

PROPOSAL TO CHANGE EXISTING PROGRAM (check no than one of the following)
Revise requirements for existing major
Revise requirements for a concentration within an existing major
Revise requirements for an existing degree program
Revise requirements for existing certificate program
Revise requirements for existing minor
Implementation Date: FALL semester, year:

REQUIRED ATTACHMENTS FOR CHANGES TO EXISTING PROGRAMS:
1. Rationale statement (Why is this program change needed? What purposes will it serve?)
2. Impact Statement (Provide details about the Library, space, budget, technology, and impacts created by this program change. Supporting statements from the Library, IT Department, etc. evaluating the resource impact and feasibility of the program change are required.)
3. Catalog Copy (Provide the existing Catalog Description and the complete statement of the proposed new Catalog description that reflects the program changes)

PROPOSAL TO CREATE NEW PROGRAM NOT REQUIRING STATE ACTION
(check no more that one of the following)
New concentration within existing major
New minor
New Major but NOT a new degree*
Implementation Date (semester and year):

REQUIRED ATTACHMENTS FOR NEW PROGRAMS NOT REQUIRING STATE APPROVAL:
1. Rationale statement (Why is this additional program needed? What purposes will it serve?)
2. Impact Statement (Provide details about the Library, space, budget, technology, and impacts created by this program change. Supporting statements from the Library, IT Department, etc. evaluating the resource impact and feasibility of adding the new program are required.)
3. Catalog Copy (Provide the complete Catalog Description for the proposed new program)

Department Chair Approval: Ken Machande Date: February 9, 2015
CCC Chair Approval: Nichole Phillips Date: February 25, 2015
Dean Approval: Lynne Richardson Date: February 25, 2015
UCC Chair Approval: Date: 
*Provost Approval: 
*Required only in cases of proposals for new concentrations, new minors, or new majors that do not involve a new degree
**Rationale Statement**
Both the College of Business and its students are currently at a competitive disadvantage compared to similar colleges and students from comparative institutions. Students at these other institutions have the option to pursue various business majors that clearly communicate their academic focus to prospective employers. When recruiting students with an interest in business, UMW representatives have to say “No, but…” when asked if we offer popular majors such as Accounting and Marketing. Adding majors will empower UMW recruiters to say “Yes”. Adding majors will allow students to clearly communicate their desired fields of practice within the greater area of business.

The College of Business is renaming discipline-specific classes to more clearly communicate which classes belong to which business disciplines. It should make it much easier for students to find and schedule classes of interest to them. The prefixes represent the distinct disciplines as follows: ACCT – Accounting, BLAW – Business Law, DSCI - Decision Sciences, FINC - Finance; MGMT - Management; MIST - Management Information Systems; MKTG - Marketing

**Impact Statement**
The changes in this proposal will not require any additional university resources to implement. All of the classes listed in the degree are currently being taught by the College of Business. With this application, the new marketing major only has a limited number of existing classes available for the two marketing electives (MKTG 420, 460, 471, 491, and up to one section of 499). However, we expect this to change quickly without the need for additional resources as a course currently taught as a 471 will be submitted as a new course, and there are plans to offer additional marketing electives beginning in Fall 2016. The GIS option was included at the request of Brian Rizzo after extensive discussions with several members of the marketing faculty. It was not made a requirement because this would have required an additional adjunct be hired and the Geography department was unsure if they had the resources to support our students if it were a mandatory class. Jackie Gallagher has indicated approval of GISC 200 and GEOG 250 as electives for marketing students. Marketing students will enroll in these courses as space allows.

Regarding the course prefix and number changes, we have discussed this with both the registrar and our advisor and there should be no adverse impact to students. Since the same classes will be offered under a more precise name, students under the old catalog can simply substitute the new class for the old (for example, if a student needs BUAD 300, he or she will substitute MGMT 301).

**Catalog Copy**
Starting with "Requirements for the Business Major" (Replaces Requirements for Business Majors, Lower-Division Requirements, and Upper-Division Requirements, and Accounting Track. Experiential Learning and Business Administration Minor remains unchanged. Requirements for the Business Administration Minor have been revised to reflect the course prefix and number changes.)
Requirements for Business Majors

Students considering majoring in Business must take, BLAW 201, MATH 200 or its equivalent (CPSC 320, ECON 361, or PSYC 261), and ECON 201 and 202, which are required prerequisites for certain courses in the major.

There are multiple majors offered within the College of Business through the Bachelors of Science in Business Administration. All business majors are multi-disciplinary degrees, requiring that students master concepts from business disciplines such as Accounting, Business Administration, Decision Sciences, Finance, Management, Management and Information Systems Technology, and Marketing. All majors share a common core of 30 hours of business classes. This common business core consists of:

**Twelve (12) hours of lower-division requirements:**
ACCT 101*, ACCT 102*, MIST 201, DSCI 259
*ACCT 110 may be taken in place of the ACCT 101 and 102 sequence

**And eighteen (18) hours of upper-division requirements:**
MGMT 301, MKTG 301, BUAD 350, DSCI 353, FINC 301, MGMT 490

Students must then complete an additional eighteen (18) hours of classes to earn a Bachelor of Science degree in Business Administration. Students may major in Business Administration, Accounting, or Marketing. Upon completion of the program, student transcripts shall state their degree (Bachelor of Science in Business Administration) and their major.

The following majors and their post-business-core requirements are available:

**Business Administration Major (18 hours):**
18 hours of upper-level electives within the College of Business

**Accounting Major (18 hours):**
Required: ACCT 301, ACCT 302, ACCT 304, ACCT 310, and ACCT 460
Students must also compete one of the following: ACCT 320, ACCT 401, ACCT 420, ACCT 430

**Marketing Major (18 hours):**
MKTG 411, MKTG 450, MKTG 490 plus an additional 9 credits selected from any additional upper-level MKTG courses, GISC 200, or GEOG 250.

**Experiential Learning**
The Business Research Experience course provides students with another option (besides the internship option) for fulfilling the general education experiential learning requirement. The Business Research Experience course is designed to be taken simultaneously with DSCI 259: Applied Statistics and Business Research. The Business Research Experience requires students to undertake a rigorous business research project on behalf of a corporate or non-profit sponsoring organization. Students must submit a proposal by the fourth week of their DSCI 259 class that 1) specifies a corporate or non-profit research sponsor, and 2) outlines a clear problem statement and research plan. If the proposed project is granted approval the student must sign an experiential learning contract that obligates them to complete the stated research. Students who complete the project and achieve the objectives stated in the approved
proposal will be deemed to have fulfilled the general education experiential learning requirement. Please contact the Associate Dean for Faculty for further details.

**Business Administration Minor**
The Business Administration minor provides the conceptual foundations necessary to analyze current issues in business. Essential courses in accounting, MIS, management and marketing combine theory and practice to build a strong knowledge base of core business processes. Advanced business topics allow students to develop knowledge in a specific area. The Business Administration minor complements many majors and provides an opportunity for students to examine and evaluate the complex components of today's competitive business environment.

**Requirements for the Business Administration Minor**
Eighteen (18) credits are required. BUAD 105, ACCT 101, MIST 201, MGMT 301, MKTG 301, and one additional upper-level (300 or 400) BUAD, ACCT, BLAW, DSCI, FINC, MGMT, MIST, or MKTG course excluding BUAD 350, BUAD 499, DSCI 353, FINC 301, MKTG 499, and MGMT 490.