

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 9212S

Date of Senate Approval 04/05/12

Statement of Faculty Senate Action:

APC Document 78:

**Change description of MGMT 480;
Add new course, MGMT 483
Delete MGMT 491; replace with MGMT 484**

Effective Date: Fall 2012

1.Delete: On page 204, the description for **MGMT 480, Management Strategies and Policy:**

The rationale and development of strategies, policies, procedures and systems as managerial means to pursue organizational purposes and goals using case problems. Prerequisites: ECON 306; senior standing. Fall and Spring.

Add: On page 204, in place of deleted entry:

The rationale and development of strategies, policies, procedures and systems as managerial means to pursue organizational purposes and goals. Pedagogy includes case analyses. Prerequisites: ACCT 216 or 317; ECON 306; all required MGMT 300-level core courses; senior standing. Fall and Spring.

Impact:

No impact.

Rationale:

Because case analysis requires the ability to explore both quantitative and qualitative aspects of a business decision, the prerequisites have been adjusted and clarified.

2.Add: On page 204, new course **MGMT 483:**

483 Strategic Management Business Simulation Lab (1)

An experiential lab that simulates the management decision process in a competitive environment. Key decisions focus on business areas of research and development, marketing, production, and finance. A significant portion of the course involves written analysis. Pre- or corequisite: MGMT 480. Fall and Spring.

3. Delete: On page 205, the entry for **MGMT 491, Senior Seminar:**

491 Senior Seminar (3)

Applies management and social philosophy concepts to in-depth analyses of current and future business situations. Particular emphasis is placed on research and team dynamics, as well as ethical and international business issues. A comprehensive project and an oral presentation are required. Successful completion of the presentation, as defined by published departmental standards, fulfills the oral competency requirement for the management major. Prerequisites: MGMT 480, senior standing, and completion of all required 300-level core management courses. Fall and Spring.

Add: On page 204, new course to replace MGMT 491, **MGMT 484:**

484 Senior Seminar (2)

Applies management and social philosophy concepts to in-depth analyses of current and future business situations. Various topics will be chosen by the instructor with a thematic emphasis on ethical and international business issues. A comprehensive project and an oral presentation are required. Successful completion of the presentation, as defined by published departmental standards, fulfills the oral competency requirement for the management major. Prerequisites: ACCT 216, senior standing, and at least 6 hours of 300-level management courses. Fall and Spring.

Impact:

Currently, the two most comprehensive senior-level courses are MGMT 480, Management Strategies and Policy and MGMT 491, Senior Seminar. Each of these is a three-hour course. We are asking that MGMT 480 remain a three-hour course and that the simulation that has been included in MGMT 491 be moved to a new stand-alone course, MGMT 483. Under the proposed requirements, the students will take the same number of hours among the three courses (MGMT 480, 483, and 484) that they took under the old requirements. There should be no impact on path to graduation. Students who are currently under the catalog that requires MGMT 491 will take MGMT 484 and MGMT to fulfill the requirement.

Rationale:

At present, an experiential learning simulation is included in the Senior Seminar course. However, this simulation is most relevant to the material covered in MGMT 480. It is a valuable learning experience, but is relatively independent of the classroom give and take involved in the seminar. We have removed that part of the course and made it into a one-hour lab course, MGMT 483, to be taken concurrently with MGMT 480. This allows for the senior seminar course to focus more specifically on the ethical and international aspects of management. We believe that this change will strengthen both the Strategy and Policy class and the Seminar class by attaching the simulation to the course whose material explores the decisions made in the simulation. Students in these classes need to be prepared for discussions that involve quantitative factors as well as qualitative factors so the prerequisites have been adjusted so students will have a background that includes both financial and managerial accounting.