

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 6916S
Date of Senate Approval 03/17/16

Statement of Faculty Senate Action:

**APC Document 58 (MGMT) Changes to the Leadership and Music Business Emphasis Areas
in the Management Major**

Effective Date: Fall 2016

1. Delete: On page 205, the entry for the **Leadership emphasis area:**

Leadership

Required: MGMT 388, 481.

Additional courses from which to choose: MGMT 352, 423, 424; POLS 321.

Add: On page 205, in place of deleted entry:

Leadership

Required: MGMT 388, 481.

Additional courses from which to choose: MGMT 352, 423, 424, 464; POLS 321.

Impact: Students will have an additional course to choose from on a more regular basis in this emphasis area. Additional enrollments in MGMT 464 will also permit us to more efficiently utilize faculty resources when offering this course since we may see increased enrollments.

Rationale: Adding MGMT 464 (Project Management) as an options course to the Leadership Emphasis Area will afford students additional opportunity to apply leader-follower theories, concepts, and best practices. The course is experiential in nature, so the students work collaboratively to design, implement, assess, and lead team-based projects. Part of that is reflecting on the human and organizational dynamics that supported or challenged project goals.

2. Delete: On page 205, the entry for the **Music Business emphasis area:**

Music Business

Required: MUSC 130, 131, 382 and 383. Students who take and pass the placement exam for MUSC 130 and 131 will be exempted from these courses.

Add: On page 205, in place of deleted entry:

Music Business

Required: MUSC 140, 382 and 383.

Impact: This proposal would change the requirements of the Music Business emphasis area to better serve the students. There are no anticipated adverse implications on faculty resources.

Rationale: This proposal substitutes Music Appreciation (MUSC 140) for Introductory Music Theory (MUSC 131) and Introductory Aural Skills (MUSC 130). Music Appreciation is intended for non-majors and covers various music histories and cultures from ancient to modern. There is no musical training required for this course and will be better suited to Management majors than Introductory Music Theory and Introductory Aural Skills which are designed primarily for those wanting to pursue a degree in music.

3. Delete: On page 205, under **General Requirements for Management**, the entry for Emphasis Areas:

III. Emphasis Areas—6-10 hours: students choose from a list of emphasis areas and complete coordinated work from a series of related topical courses. Relevant courses may be substituted within an emphasis area with approval of the department chair.

Add: On page 205, in place of deleted entry:

III. Emphasis Areas—6-9 hours: students choose from a list of emphasis areas and complete coordinated work from a series of related topical courses. Students declaring two emphasis areas may only use a maximum of one course to satisfy requirements in both areas of study. Relevant courses may be substituted within an emphasis area with approval of the department chair.

Impact: This reflects the proposed changes to the Music Business emphasis area in which the requirements would be reduced from 10- to 9-credit hours. In addition, this proposal will better serve students by both allowing them to explore additional topical emphasis areas and permitting them to include that in their major declaration. The Registrar's Office currently allows students to include dual emphasis areas on their GradPlan. There are no anticipated adverse implications on faculty resources.

Rationale: There are two primary reasons for this proposed change. First, with respect to the change to 6-9 credit hours, this more accurately communicates the minimum credit hours required to the emphasis areas, particular the proposed change in the Music Business Emphasis Area.

Second, management majors often identify their academic program of study with their emphasis areas. For students seeking to explore multiple, and oftentimes related, topics of study, the dual emphasis area will be of special interest. We have already received a number of requests from students for this curriculum feature. However, because a number of courses appear in more than one emphasis area, we want to limit to one the number of courses that can be double-counted in order to strengthen the students' experience. It is important to note that we do not seek to require students to declare a dual emphasis area, but rather further offer choice to their learning experience. In addition, given that a number of emphasis areas include courses offered across disciplines, this will continue to encourage students to learn outside of the department.