

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 2917S
Date of Senate Approval 03/02/17

Statement of Faculty Senate Action:

APC Document 26 (MGMT): **Add new course, MGMT 488, Consulting Practicum;
Add MGMT 488 to the Experiential Learning Options for
the Management Major**

Effective Date: Fall 2017

1. Add: On page 221, new course, **MGMT 488, Consulting Practicum:**

488 Consulting Practicum (3)

Students, under the supervision of a faculty mentor, will work collaboratively in a consulting team responsible for helping a client organization solve a particular problem in the areas of marketing, finance, productions, human resource, and/or entrepreneurship, among others. Applying concepts, theories, and best practices learned in previous coursework, students will analyze and evaluate quantitative/qualitative data in a problem context for the purposes of preparing a deliverable solution that meets the specific needs of the client. The organizations will vary in size and scope, and may include for-profit, non-profit, and public sector governmental entities. Prerequisites: a minimum of 30 required credit hours in the Management major (courses may be from MGMT, ACCT, and/or ECON); Senior standing with 3.00 major GPA; and permission of the instructor. Every year.

Resource Statement: We value choice and exploration as part of the liberal arts; the current management major, after its redesign in 2014-2015 AY, reflects those values. To afford students additional opportunity to learn outside the classroom, we propose this practicum as an additional area of applied study that students can choose as part of their degree program. We propose that this option would be available to students either fall or spring, and faculty would rotate based on areas of expertise in demand from client firms. It is important to note that we have the discretion to select clients and projects that best align with student interest and faculty expertise. Depending upon student demand and faculty availability (note that faculty in MGMT and ACCT may be the instructor of record), we may offer this course more regularly or multiple sections in a given semester. There will be no need for additional faculty lines or adjuncts beyond those currently in place.

Rationale: Department representatives met with leaders at the Small Business and Technology Development Center (SBTDC) in spring 2016 to discuss ways in which we could partner together to better connect our students with the business and professional community through engagement in experiential learning opportunities. This proposal affirms our values for engagement as espoused in our department and university's respective strategic plans. Affording our students and faculty the opportunity to showcase the breadth of knowledge and skill for the betterment of both student learning and stakeholder/citizenry needs will very much help us to collectively meet our strategic goals. Additionally, feedback from the SBTDC, along with our [Advisory Board](#), suggests that there is substantive demand for student-centered projects from organizations in the for-profit, non-for-profit, and public sectors – including organizations that independently contact us to engage or client firms working with the SBTDC, the Small Business Institute, The Family Business Forum, and Mountain

BizWorks, among others. This would be substantively different from MGMT 489 and MGMT 499 given that this would be a designated team-based project whereby student teams would work with a faculty instructor/mentor as consultants for the client organization. MGMT 489 requires a student to work on a project for a host organization while MGMT 499 is designed to afford students the opportunity to work on a research project that may or may not involve an organization, but like MGMT 489, it is an individual student project.

2. Delete: On page 213, the entry for **Experiential Learning Options:**

- IV. Experiential Learning Options—at least 3 credit hours chosen from one of the following options:
 - a. 3-hour project-based internship experience completed in MGMT 489. Students choosing MGMT 489 must review the internship program policy (<https://mgmtacct.unca.edu/management-internships>), attend a mandatory information session, and receive project approval from the Department's Internship Coordinator prior to enrolling in the internship course. Students with a Music Business emphasis choosing to complete an internship must complete MUSC 390 or 490 (<https://music.unca.edu/internships>) in lieu of MGMT 489.
 - b. 3-hour undergraduate research project completed in MGMT 499. Students choosing this option must submit a faculty-sponsored research proposal to the department chair for approval, outlining the specific topic, timeline, and purpose of the study per department guidelines (<https://mgmtacct.unca.edu/undergraduate-research>).
 - c. 3-hours of management or global business courses earned as part of a UNC Asheville-approved study abroad experience. Students choosing the study abroad option must review the study abroad policy (<https://mgmtacct.unca.edu/study-abroad>) and contact the department's study abroad coordinator for advisement and to obtain course approvals.

Add: On page 213, in place of deleted entry:

- IV. Experiential Learning Options—at least 3 credit hours chosen from one of the following options:
 - a. 3-hour project-based internship experience completed in MGMT 489. Students choosing MGMT 489 must review the internship program policy (<https://mgmtacct.unca.edu/management-internships>), attend a mandatory information session, and receive project approval from the Department's Internship Coordinator prior to enrolling in the internship course. Students with a Music Business emphasis choosing to complete an internship must complete MUSC 390 or 490 (<https://music.unca.edu/internships>) in lieu of MGMT 489.
 - b. 3-hour undergraduate research project completed in MGMT 499. Students choosing this option must submit a faculty-sponsored research proposal to the department chair for approval, outlining the specific topic, timeline, and purpose of the study per department guidelines (<https://mgmtacct.unca.edu/undergraduate-research>).
 - c. 3-hours of management or global business courses earned as part of a UNC Asheville-approved study abroad experience. Students choosing the study abroad option must review the study abroad policy (<https://mgmtacct.unca.edu/study-abroad>) and contact the department's study abroad coordinator for advisement and to obtain course approvals.
 - d. 3-hour consulting practicum experience completed in MGMT 488. Students considering this option should consult their faculty academic adviser for more information.

Resource Statement: The proposed changes to the Experiential Learning Requirement in the Management Major will offer more flexibility to students seeking to fulfill the experiential learning requirement with the addition of another option. With respect to the inclusion of MGMT 488 (Consulting Practicum) as a fourth Experiential Learning option, we anticipate some resource impact on the faculty. Although there will be no adverse effects on faculty distribution within the curriculum given the flexibility we have in scheduling and offering the practicum, we do anticipate that a faculty or the department chair will have some departmental service obligations associated with coordinating with prospective client sites. This may be the faculty teaching the course or a different faculty for whom this is their assigned service task in the department. Responsibilities may include outreach, reviewing client proposals for student consulting, and coordination with the instructor/students as applicable. Given that this is quite different from MGMT 489 whereby the faculty coordinating the Internship Program receives one course reassigned time for his/her efforts, we do not currently anticipate this degree of support necessary for coordinating the practicum.

Rationale: We propose an option for all of our management majors to select a consulting practicum as one of four experiential learning options. Other students who meet the abovementioned prerequisite requirements (e.g., Accounting Majors) will also be permitted to enroll and apply this course as an elective.