

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE  
FACULTY SENATE

Senate Document Number 3017S  
Date of Senate Approval 03/02/17

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Statement of Faculty Senate Action:

**APC Document 27 (MGMT):** **Changes to the Entrepreneurship, Finance, Global Business, Human Resource Management, Marketing, and Leadership Emphasis Areas in Management**

**Effective Date: Fall 2017**

**1. Delete:** On page 213, the entry for the following **Management Emphasis Areas**:

**Entrepreneurship**

Required: MGMT 360, 363.

Additional courses from which to choose: MGMT 352, 388, 458.

**Finance**

Required: ECON 342.

Additional courses from which to choose: ACCT 200; ECON 305, 310, 350.

**Global Business**

Required: MGMT 403.

Additional courses from which to choose: ECON 250, 314, 350, 355; POLS 281.

**Human Resource Management**

Required: MGMT 323.

Additional courses from which to choose: MGMT 343, 352, 388, 423, 424, 464, 481; ECON 330; SOC 210.

**Leadership**

Required: MGMT 388, 481.

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

**Marketing**

Required: MGMT 357, 453.

Additional courses from which to choose: MGMT 352, 360, 363, 388, 403, 458.

**Add:** On page 213, in place of the deleted entries:

**Entrepreneurship**

Required: MGMT 360, 363.

Additional courses from which to choose: IST 200; MGMT 352, 388, 458.

**Finance**

Required: ECON 342.

Additional courses from which to choose: ACCT 200; ECON 305, 310, 350; MGMT 407.

**Global Business**

Required: MGMT 407.

Additional courses from which to choose: ECON 250, 314, 350, 355; MGMT 405; POLS 281.

### **Human Resource Management**

Required: MGMT 323.

Additional courses from which to choose: ECON 330; MGMT 324, 352, 388, 423, 424, 464, 481; SOC 210.

### **Leadership**

Choose 6 credit hours from the following course options: MGMT 388, 481, 423, 424, 464; POLS 321.

### **Marketing**

Required: MGMT 357, 453.

Additional courses from which to choose: MGMT 343, 352, 360, 363, 388, 458.

**Resource Statement:** The specific course changes will have positive impact on student choice and no adverse effects on staffing resources given our current faculty composition and our ability to control offering frequency. More specifically:

- **Entrepreneurship, Finance, Global Business** – the additions of IST 200, MGMT 407, and MGMT 405 as electives in the respective Emphasis Areas will afford students additional options in their area(s) of study.
- **Human Resource Management** – There will be a neutral effect on student choice given that we are removing MGMT 343 and adding MGMT 324 as an elective option in the Emphasis Area.
- **Leadership** – To afford the utmost flexibility for students seeking this Emphasis Area, we are permitting students to choose from a list of options to fulfill the required credit hours. This is a departure from the existing Emphasis Area model, but given reduced demand for existing leadership courses, we wanted to afford students as much flexibility as possible when it comes to meeting their academic plan. This will also allow the department to schedule these courses as needed based on forecasted demand or when indicated in the catalog.
- **Marketing** – Students will have a new option with MGMT 343, but we will be removing MGMT 360, 363, and 407 due to content changes and anticipated new opportunities with marketing courses with new faculty onboarding in 2017-18 AY. There is some enrollment oversubscribing to MGMT 360, and in the past two years, many marketing emphasis area students have expressed lack of interest in entrepreneurship/ business ownership. Lastly, there is growing demand for entrepreneurship coursework and interest in the Entrepreneurship Emphasis Area such that demand should remain robust for MGMT 360 and MGMT 363.

**Rationale:** The aforementioned changes in these select Emphasis Areas reflect our original intention, as noted in [Senate Document 3315S](#), to occasionally “examine Emphasis Area enrollments in the coming years and make necessary adjustments to listed courses inside and outside of the department and frequency of such offerings.” The overarching rationale to make these incremental adjustments to the Emphasis Areas is based on content exposure and additions and/or changes to the respective courses. More specifically:

- **Adding IST 200 to the Entrepreneurship Emphasis Area** – This two-credit course focuses on social entrepreneurship and requires students to project financial impacts and construct financial statements.

- **Adding MGMT 407 to the Finance Emphasis Area** – Given the content focus in this revised course, students choosing to enroll in MGMT 407 will be exposed to upper-level content that previously was excluded in this Emphasis Area.
- **Adding MGMT 405 to the Global Business Emphasis Area** – This new course option will expose students to upper-level content in an applied experience whereby they will build upon what they learned in MGMT 398.
- **Removing MGMT 343 and adding MGMT 324 to the Human Resource Management Emphasis Area** – Due to the change in course content in MGMT 343 and the addition of MGMT 324 as an option in the list of electives, students will now have targeted content that is much more relevant to the area of study.
- **Leadership Emphasis Area** – There is a small number of students currently declared in this area of study (n=11). Therefore, we want to be mindful of efficiently utilizing faculty resources when it comes to course offerings and preparations. The shift to permitting students complete discretion as to selecting which of these leadership courses to complete is in support of their degree program aligns with our liberal arts values for maximizing choice and exploration.
- **Removing MGMT 360, 363, and MGMT 407 (replaced 403) from the Marketing Emphasis Area and adding MGMT 343** –
  - Removing two of these still leaves four (MGMT 343, 352, 388 and 458) and the content in these courses is more relative to marketing than 360 and 363.
  - An original goal of providing entrepreneurial education exposure to marketing emphasis area students is best met through incorporating more entrepreneurial focus (such as marketing and branding and market research for startups/ smaller scale enterprises) in MGMT 250 and the other marketing courses.
  - Due to the change in course content in MGMT 407 and MGMT 343, students will now have targeted and contextual content in Sport Marketing that is much more relevant to the area of study.