

APC Document 48 (MGMT):

**Delete MGMT 323 and MGMT 324; replace with MGMT 326;
Delete MGMT 360 and MGMT 363; replace with MGMT 366**

Effective Date: Fall 2018

1. Delete: On page 219, the entries for **MGMT 323 and 324:**

323 Human Resource Management (2)

Introduces students to key Human Resource Management (HRM) processes/systems in organizations (job analysis, recruitment, selection, training, employee development, and compensation) and topics related to legal issues, labor relations, and global issues. The strategic implications of HRM as a competitive advantage will be a central theme. Each topic will be presented in the context of the managerial functions of planning, leading, organizing and controlling. Pre- or corequisite: MGMT 230. Fall.

324 Advanced Topics in Human Resource Management (2)

Emphasizes specialized topics in the study and practice of contemporary human resource management. Course content may include talent management in global settings, labor contracts, mergers and acquisitions, recruiting and hiring assessment, public personnel administration in the context of civil service reforms, and practitioner credentialing options in the human resource profession. Prerequisite: MGMT 323. See department chair.

2. Add: On page 219, new course, **MGMT 326, Managing Human Capital:**

326 Managing Human Capital (4)

Presents how human resources contribute to organizational performance and introduces students to key processes/systems in organizations (job analysis, recruitment, selection, training, employee development, and compensation). Students will learn why and how personality, perception, conflict management, and motivation influence the development of human resource systems for staffing, evaluating, and rewarding people. Strategic implications of human capital management, including legal issues, labor relations, and global perspectives will be a central theme. No credit given to students who have credit for either MGMT 323 or 324. Pre- or corequisite: MGMT 230. Typically even years Fall.

Impact Statement: This course combines a two-course sequence in human capital management. Our original intention was to offer an advanced two-credit hour course (MGMT 324) as a continuation of MGMT 323. Given our structural change in the curriculum whereby we are eliminating the Emphasis Areas and reducing the number of elective hour requirements, we believe both students and faculty will benefit by combining these two courses into a single four-credit hour course. This will positively impact the use of faculty time given the reduction of an additional preparation. This change should not create any undue burdens on the students interested in this particular course. The course offering frequency, per the attached Course Offerings model, will be subject to enrollment demand and faculty availability. Additional factors related to resources and impact are discussed below.

1. Does the course fulfill a major requirement, LAC requirement, or requirement for another department? If the course fulfills a major requirement, will it be a required course, an additional choice for a course group, or an option for unspecified required hours in the major?

This course is an elective in the Management major.

2. Information about the course:

- Student Learning Objectives:
 1. Acquire a broad overview of the current research and practice of Human Resource Management in the prevailing legal, regulatory, ethical and social contexts;
 2. Demonstrate and apply human resources theory and skills to a variety of management situations;
 3. Demonstrate and apply knowledge of human resources functions in a variety of organizational settings;
 4. Understand the strategic role that HRM occupies in organizations;
 5. Demonstrate understanding of the theoretical underpinnings of HRM;
 6. Analyze how and why the functions of HRM are integrated as well as understand how HRM is integrated with the other functions in an organization;
 7. Practice using critical thinking skills to address problems specific to HRM;
 8. Develop and use a variety of tools for effective human resource management
- Anticipated class size: 18-23
- The amount of scheduled class time, e.g. 2.5 hrs/wk: 3.3 hours per week (200 minutes)
- Instructional format (lecture, lab, seminar, independent, research, internship, studio, etc.): lecture/seminar
- Any specialized space or material needs: none

3. Information about the number of faculty in the department who will/can teach the proposed course.

Dr. Micheal Stratton and Dr. Gwendolyn Whitfield would be the primary faculty responsible for this elective given their respective qualifications and expertise (refer to the Course Coverage Matrix in Appendix G). Dr. Cole could, if necessary, teach this elective.

4. Information about when and how often the course will be offered (This is of particular concern for new courses and those that are required for the major).

We anticipate offering this course fall semester in even years per the attached Course Offerings model. However, if enrollment demand increases and there is need for additional elective offerings, then we may offer this once every fall semester aligning with past practice.

5. For new courses or changes to offering patterns, information about how the addition or change affects the ability of the department to deliver its existing curriculum and meet its commitments to the LAC.

We have typically offered MGMT 323 and 324 (and the previous iteration of MGMT 323) each fall semester, and on occasion twice per year, but with the addition of some other electives of interest to students and FTE unavailable to teach it on a regular basis due to reassigned time has contributed to a declined enrollment demand. If offered once per year or fall even years, it still would afford us the opportunity to contribute to the LAC per the attached Course Offerings model.

Rationale: The reduction from 3- to 2-credits in MGMT 323 during the 2014-2015 curriculum revision meant that some content would need to be positioned elsewhere in the curriculum. Merging together the newly created MGMT 324 and the existing MGMT 323 will permit us a more seamless course experience for students and faculty. Additionally, while we did infuse more ethics content and additional focus on human resource topics in MGMT 230 and MGMT 300, this combined course would give needed attention to more specialized, in-depth coverage so those students wishing to further explore human resource management may do so. This will enhance their understanding of theory and best practices as applied in the field.

2. **Delete:** On page 220, the entries for **MGMT 360 and 363:**

360 Foundations of Entrepreneurship (2)

Challenges students to develop a rigorous understanding of the entrepreneurial mindset. Students will study a wide range of entrepreneurial ventures, including lifestyle businesses and self-employment, family business management, high-tech and high-growth entrepreneurship, intrapreneurship, and social entrepreneurship. Students will engage in self-assessments and understand what is required and advantageous in embarking upon an entrepreneurial career. Prerequisite: Junior standing or permission of instructor. Fall.

363 The Entrepreneurial Experience (2)

In this continuation of MGMT 360, students will further develop their understanding of entrepreneurial thinking by crafting their own organizational plan. Students will learn about and apply concepts including idea modeling, the lean start-up approach, and the business model generation canvas. Students will conduct market research and will design and develop a plan for launching an innovative, entrepreneurial organization. The course will end with an entrepreneurial elevator pitch. Prerequisites: MGMT 360, and Junior standing or permission of instructor. Pre-or corequisite: ACCT 215. Fall.

Add: On page 220, new course, **MGMT 366, Entrepreneurship:**

366 Entrepreneurship (4)

Students will develop entrepreneurial mindsets, learn about the entrepreneurial process through exposure to creative problem solving, design thinking, idea modeling, business model canvas, and lean startup methodologies. Further, students will conduct market analysis, develop financial projections, write business plans, and craft pitch decks. The course will conclude with individual students and student teams pitching their business ideas before an audience. Prerequisite: ACCT 215. Typically Fall.

Impact Statement: These changes will positively impact the use of faculty time, given the increased consistency of students taking the class and the reduction of an additional preparation. As part of our proposed shift away from Emphasis Areas and toward four-credit hours of electives, students interested in this particular course will be required to take ACCT 215, whereas MGMT 360 did not have a prerequisite. ACCT 215 is a requirement in the MGMT major, so there are no hidden prerequisites for MGMT majors. Also, most students enrolled in MGMT 360 and 363 sequentially given their area of study. The course offering frequency, per the attached Course Offerings model, will be subject to enrollment demand and faculty availability, but we do intend to offer MGMT 366 at least once per year. Additional factors related to resources and impact are discussed below.

1. Does the course fulfill a major requirement, LAC requirement, or requirement for another department? If the course fulfills a major requirement, will it be a required course, an additional choice for a course group, or an option for unspecified required hours in the major?

This course is an elective in the Management major, but also fulfills a requirement for the Arts Management and Entrepreneurship (AME) concentration and minor. The AME program will propose the inclusion of MGMT 366 (replacing MGMT 360 and 363) in the minor, and the reduction of minor electives from six to four hours to keep the minor at 22 hours.

2. Information about the course:

- Student Learning Objectives for MGMT 366 Entrepreneurship:

1. Through assessment tools and intentional reflections, students will develop and implement individualized strategies to further an entrepreneurial mindset

2. Students will learn multiple models to promote the likelihood of success while minimizing risk throughout the entrepreneurial process
 3. Students will practice idea modeling and startup activities through engaging in design thinking and applying lean startup methodologies
 4. Students will gain confidence and skills in formulating business models, designing pitch decks and pitching strategies to expert judges
- Anticipated class size:
20-25
 - The amount of scheduled class time, e.g. 2.5 hrs/wk:
3.3 hours per week (200 minutes)
 - Instructional format (lecture, lab, seminar, independent, research, internship, studio, etc.):
lecture/seminar
 - Any specialized space or material needs:
none

3. Information about the number of faculty in the department who will/can teach the proposed course.

Dr. Susan Clark Muntean would be the primary faculty responsible for this elective given her qualifications and expertise (refer to the Course Coverage Matrix in Appendix G). Drs. Cole and Manns could, if necessary, teach this elective.

4. Information about when and how often the course will be offered (This is of particular concern for new courses and those that are required for the major).

We anticipate offering this course each fall semester per the attached Course Offerings model.

5. For new courses or changes to offering patterns, information about how the addition or change affects the ability of the department to deliver its existing curriculum and meet its commitments to the LAC.

We are not changing the offering frequency since this is simply our efforts to combine two 2-hour courses into a single 4-hour course.

Rationale: The current management curriculum in entrepreneurship is set up as a sequence of two, two-credit hour term courses. Since moving to this model, the instructor has noted an inconsistency among students who are taking the sequence, with some taking it out of order or one portion one year and the remainder another year. This change will improve the consistency of content for students and reduce the burden on the faculty of two preparations down to one.