

THE UNIVERSITY OF NORTH CAROLINA ASHEVILLE
FACULTY SENATE

Senate Document Number SD1221F

Date of Senate Approval 12/02/2021

Statement of Faculty Senate Action:

APC Document 8 (MGMT):

**Change in credit hours and course descriptions for
MGMT 488, MGMT 489;
Update the listing of hours in the requirements for
Experiential Learning**

Effective Date: Fall 2022

1. Delete: On page 227, the entry for **MGMT 488:**

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.

Add: On page 227, in place of deleted entry:

488 Consulting Practicum (4)

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 and 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 a 3.00 major GPA; and permission of the instructor. Every year.

Impact: There is no impact on staffing; the same course will be offered except for four credits rather than three. Faculty have been teaching an overload to teach the course since all the other courses are two or four credits. This is often resolved within the academic year, but sometimes results in faculty simply carrying an extra credit without compensation. Students also sometimes had irregular total credit hours in the major since none of the other courses in Management were 3-credits. This is an

elective course but one that counts toward the requirement of 3 credit hours of “experiential learning.” Technically this does not add a credit hour to the required total for the major as two other experiential learning options, study abroad and undergraduate research, remain 3 credits. Students will still be required to earn 43 hours from departmental courses.

One faculty person has been offering the course, Dr. Susan Clark. It enrolls approximately 12 students and is offered once a year, usually in the spring. The class will be scheduled to meet for 3 hours and 40 minutes and some of this time may include meetings and/or work with the community partner. It is a seminar that may involve some lectures and experiential learning, via working with a community partner. There are no space needs. This course will count as 4 contact hours instead of 3. The learning objectives are: Students will learn to approach organizational problems with confidence and self-direction. In addition, students will learn how to engage with a complex organizational problem or market opportunity in a team setting by applying previous coursework, skills and knowledge gained in their major.

Rationale: In this course, students engage in coursework as well as experiential work with a community partner. It was initially defined as 3 credits in order to limit the contact hours to fit a more narrowly defined project with the partner. However, since this original conception, both the content and number of hours students spend with community partners has exceeded that which correlates to a 3-credit course. Changing from 3 credit hours to 4 credit hours enables students to spend more time being mentored, job shadowing and time to apply more of what they have learned throughout the curriculum with the clients. To align the course work and contact hours, this course should be shifted to 4 credits.

2. **Delete:** On page 227, the entry for **MGMT 489:**

489 Project-Based Internship (3)

Semester long, project-based internship with a participating host organization, preferably in the Western North Carolina area, typically scheduled for Management students in their senior year. Specific information is available from the Department Internship Coordinator. Prerequisite: a minimum of 30 credit hours required in the Management major (courses may be from MGMT, ACCT, and/or ECON); and permission of the department internship coordinator. Fall and Spring.

Add: On page 227, in place of deleted entry:

489 Project-Based Internship (4)

Semester-long, project-based internship with an approved for-profit, non-profit, or governmental organization, preferably in the Western North Carolina area. Participant’s work is supervised by the department internship coordinator and an on-site host supervisor. Fieldwork, which allows students to link previous coursework to real-life experience, involves planning, developing, and implementing a deliverable that leverages student expertise and host organization professional needs. Coursework, through meetings and class assignments, includes project management, professionalism, guided journaling to reflect on internship experience, work and progress reports, portfolio development, and a final report and presentation. Prerequisite: a minimum of 30 credit hours required in the Management major (courses may be from MGMT, ACCT, and/or ECON); and permission of the department internship coordinator. Fall and Spring.

Impact: There is no impact on staffing; the same course will be offered except for four credits rather than three. Faculty have sometimes been teaching an overload to teach the course since all the other courses are two or four credits. Students also sometimes had irregular total credit hours in the major since none of the other courses in Management were 3-credits. This is an elective course but one that counts toward the requirement of 3 credit hours of “experiential learning.” Technically this does not

add a credit hour to the required total for the major as two other experiential learning options, study abroad and undergraduate research, remain 3 credits. Students will still be required to earn 43 hours from departmental courses.

One faculty person has been offering the course, Elizabeth Harvey. It enrolls approximately 12 students and is offered each semester. The class will be scheduled to meet for 3 hours and 40 minutes and some of this time may include work with the internship organization supervisor. It is a seminar that involves some lectures and an experiential experience. Beyond classrooms already used for the course, there are no additional space needs. This course will count as 4 contact hours instead of 3. The learning objectives are:

1. Obtain work experience in an area of interest related to the Management discipline while connecting fieldwork experiences to academic coursework.
2. Develop strategic skills by designing and leading a project that includes a deliverable as well as procedures and a timeline to meet all project goal(s).
3. Develop tactical skills by taking personal responsibility for organizing and completing tasks, completely and correctly, on time throughout the months of the project without reminders from others.
4. Develop skills in professionalism that will be expected in the workplace (punctuality, preparedness, professional communication, record-keeping & attention to details, ethical behavior, collegial attitude, respect for others, perseverance in contracted work stated in proposal, professional interactions, reflection and correction, responsibility for actions, etc.)
5. Develop the lifelong learning skill of critical reflection---the reasoning process to make meaning of an experience and identify what was learned from the experience.
6. Learn how to prepare a professional portfolio of internship work and work products.
7. Improve professional writing skills while reflecting on and reporting the internship experience in written format.
8. Improve professional presentation skills while reflecting on and reporting the internship experience in video format.

Rationale: This is an internship course with a significant academic component and content. Over the years, the course content and in-class time has increased to keep pace with internship best practices, similar to some other internship courses on campus and beyond, rendering it more appropriate for a 4-credit course. Course content includes project management skills development, iterative project plan development, instructed-guided project portfolio development of internship work and work products, professional writing practice, guided journaling and reflection, periodic work and progress reports, peer-group consultation, guided final report production, and a guided final presentation. In addition to aligning with increased course content, increasing course credit hours would allow the in-class project management content to be expanded. Project management is not taught in a MGMT stand-alone course, and it is appropriate to add substantive project management content to this course in which students are required to serve as project managers to produce a stated deliverable. Finally, and importantly, increasing the credit hours would more appropriately credit students for the fieldwork completed and allow others to expand and deepen their internship experience. In that regard, a small, recent sample of students' reported hours show that reported hours easily met or greatly exceeded the required hours students must complete for the course. Thus, to align the existing coursework and fieldwork with the credit hours earned, and also allow for expanded course content and fieldwork experience, this course should be shifted to 4 credits.

3. Delete: On page 220, item IV under **Major in Management:**

IV. Experiential Learning Options—at least 3 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.

- 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/studyabroad>) 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.

Add: On page 220, in place of deleted entry:

IV. Experiential Learning Options—3-4 hours chosen from one of the following options:

- a. 4-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.
- 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/studyabroad>) and contact the department's study abroad coordinator for advisement and to obtain course approvals.
- d. 4-hour consulting practicum experience completed in MGMT 488. Students considering this option should consult their faculty academic adviser for more information.

Impact: The Experiential Learning Experience in the Management major will now be 3-4 hours. Although there are still 3-credit options for satisfying this requirement, via study abroad, approximately 75% of the Management graduates in the last 5 years have taken either MGMT 488 or 489. So, while the overall minimum credit hours required for the major isn't changing, students may have an additional hour toward the major if they take one of these courses to complete the major requirements. Ultimately, however, this could be beneficial for transfer students who may be coming from an institution with a 3-credit curriculum to MGMT's 4-credit course curriculum.

Rationale: This is an editorial change to reflect the increase in the credit hours for MGMT 488 and 489.