

THE UNIVERSITY OF NORTH CAROLINA ASHEVILLE
FACULTY SENATE

Senate Document Number SD1423S
Date of Senate Approval 02/02/2023

Statement of Faculty Senate Action:

**APC Document 9 (DMA): Change the name
 of the Department of Management and Accountancy
 to the Department of Business;
 Change the Management major to a Business major;
Change the Management minor to a Business minor;
Change the MGMT prefix to BUS throughout the catalog**

Effective Date: Fall 2023

1. **Delete:** On page 225, the following entry for Management and Accounting:

MANAGEMENT (MGMT) AND ACCOUNTING (ACCT)

The study of organizations is a liberal art and as such our students explore phenomena from multiple disciplines to identify, critically examine, and solve complex problems facing organizational decision makers and the citizenry. The management and accounting programs are designed to provide students with the basic skills and knowledge necessary to be empathetic and productive citizens prepared for graduate studies and careers in the non-profit, business, and government sectors. Through a combination of courses taught inside and outside of the department, students majoring in management have an opportunity to explore a variety of advanced special areas of study such as entrepreneurship, finance, global business, human resource management, leadership, marketing or business analytics. Beyond their core courses, accounting students may explore advanced topics in non-profit and governmental accounting, income taxation, corporate tax, and accounting theory, among others.

We develop lifelong learners, critical thinkers, and effective communicators who understand that learning is a collaborative, reflective process requiring the integration and synthesis of knowledge, skill, and practice. Students develop an appreciation for diversity and inclusion, a strong orientation toward ethics and social responsibility, and an in-depth understanding of the interconnected and interdependent nature of the global environment in which organizations exist. We capitalize on our small size to facilitate collaborative and intellectual interactions among students and faculty. This active learning enables students to become effective leaders and contributors to their professional and social environments. The faculty supports this mission by innovative teaching, impactful scholarly activity, and meaningful engagement with the University, the local and regional communities, and their respective disciplines. Our students and graduates support the mission through active learning, research, and participation in service to the University, the State of North Carolina, and our local and global communities.

Add: On page 225, in place of deleted entry

BUSINESS (BUS)

The study of organizations is a liberal art and as such our students explore phenomena from multiple disciplines to identify, critically examine, and solve complex problems facing organizational decision makers and the citizenry. The business programs are designed to provide students with the skills and knowledge necessary to be empathetic and productive citizens prepared for graduate studies and careers in the non-profit, business, and government sectors. Through a combination of courses taught inside and outside of the department, students majoring in business have an opportunity to explore a variety of advanced special areas of study such as entrepreneurship, finance, global business, human resource management, leadership, marketing or business analytics. Beyond their core courses, accounting students may explore advanced topics in non-profit and governmental accounting, income taxation, corporate tax, and accounting theory, among others.

We develop lifelong learners, critical thinkers, and effective communicators who understand that learning is a collaborative, reflective process requiring the integration and synthesis of knowledge, skill, and practice. Students develop an appreciation for diversity and inclusion, a strong orientation toward ethics and social responsibility, and an in-depth understanding of the interconnected and interdependent nature of the global environment in which organizations exist. We capitalize on our small size to facilitate collaborative and intellectual interactions among students and faculty. This active learning enables students to become effective leaders and contributors to their professional and social environments. The faculty supports this mission by innovative teaching, impactful scholarly activity, and meaningful engagement with the University, the local and regional communities, and their respective disciplines. Our students and graduates support the mission through active learning, research, and participation in service to the University, the State of North Carolina, and our local and global communities.

2. Delete: On page 225, the entry **Bachelor of Science in Management:**

A Bachelor of Science degree with a major in Management is designed to provide students with the skills and knowledge necessary to succeed in a variety of complex organizational environments. This degree program also prepares students for advanced study in business, public administration, and law. The core courses focus on the functional areas of management and leadership whereby students develop skills in the following areas: critical thinking, quantitative reasoning, interpersonal relations, oral and written communication, and information technology. Additional content in ethical decision-making and global contexts is integrated throughout the core curriculum. Students learn beyond the classroom through our project-based internship program, in faculty-mentored undergraduate research collaborations, in short- or long-term study abroad, or in an advanced consulting practicum. Students also have the opportunity to explore a variety of subject areas related to the study of management and organizations in upper-level elective courses.

3. Delete: On pages 225-226, the **Major in Management** entry:

Major in Management

- I. Required courses for the major—38 hours: MGMT 130, 230, 250, 300, 380, 386, 398, 480; ACCT 215, 216.
- II. Required courses outside the major—12 hours: ECON 103, 306; STAT 185 or 225.

- III. Required Electives—at least 4 hours of MGMT coursework at the 300-400 level. Students may choose these electives from across different topics or they may focus their study in a specific area such as marketing, global business, entrepreneurship, human resource management, or business analytics. Students should consult their advisor for options, review the list of MGMT course offerings in the catalog, and visit our website (<https://mgmtacct.unca.edu/management-programs>) for more information on potential focus areas. If students wish to complete courses outside of the major to complement or focus their area of study in management, or in preparation for graduate school, they may do so using their general university elective credits. Management majors are strongly encouraged to consider a portfolio of certain courses in ACCT, CSCI, ECON, ESI, IST, LANG, POLS, PSYC, SOC, and STAT. Consult with your advisor and visit the departmental website for recommended courses.
- IV. Experiential Learning Options—3-4 hours chosen from one of the following options:
- 4-hour project-based internship experience completed in MGMT 489. Students choosing MGMT 489 must review the internship program policy (<https://mgmtacct.unca.edu/engage/internships/>), attend a mandatory information session, and receive project approval from the Department's Internship Coordinator prior to enrolling in the internship course.
 - 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/engage/undergraduate-research/>).
 - 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 contact the department's study abroad coordinator for advisement after reviewing the policy (<https://mgmtacct.unca.edu/engage/study-abroad/>) and to obtain course approvals.
 - 4-hour consulting practicum experience completed in MGMT 488. Students considering this option should consult their faculty academic adviser for more information.
- V. Other departmental requirements—Major competency is demonstrated in MGMT 480. A grade of C or higher in ACCT 215, 216, and MGMT 480 is required to graduate.

Add: On pages 225-226, in place of deleted entry:

Major in Business

A Bachelor of Science degree with a major in Business is designed to provide students with the skills and knowledge necessary to succeed in a variety of complex organizational environments. This degree program also prepares students for advanced study in business, public administration, and law. The core courses focus on the functional areas of management and leadership whereby students develop skills in the following areas: critical thinking, quantitative reasoning, interpersonal relations, oral and written communication, and information technology. Additional content in ethical decision-making and global contexts is integrated throughout the core curriculum. Students learn beyond the classroom through our project-based internship program, in faculty-mentored undergraduate research collaborations, in short- or long-term study abroad, or in an advanced consulting practicum. Students also can explore a variety of subject areas related to the study of organizations in upper-level elective courses.

- I. Required courses for the major—38 hours: BUS 130, 230, 250, 300, 380, 386, 398, 480; ACCT 215, 216.
- II. Required courses outside the major—12 hours: ECON 103, 306; STAT 185 or 225.
- III. Required Electives—at least 4 hours of BUS coursework at the 300-400 level. Students may choose these electives from across different topics or they may focus their study in a specific area such as marketing, global business, entrepreneurship, human resource management, or business analytics. Students should consult their advisor for options, review the list of BUS course offerings in the catalog, and visit our website <https://mgmtacct.unca.edu/management-programs>) for more information on potential focus areas. If students wish to complete courses outside of the major to complement or focus their area of study in management, or in preparation for graduate school, they may do so using their general university elective credits. Management majors are strongly encouraged to consider a portfolio of certain courses in ACCT, CSCI, ECON, ESI, IST, LANG, POLS, PSYC, SOC, and STAT. Consult with your advisor and visit the departmental website for recommended courses.
- IV. Experiential Learning Options—3-4 hours chosen from one of the following options:
 - a. 4-hour project-based internship experience completed in BUS 489. Students choosing BUS 489 must review the internship program policy (<https://mgmtacct.unca.edu/engage/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 BUS 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/engage/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 contact the department’s study abroad coordinator for advisement after reviewing the policy (<https://mgmtacct.unca.edu/engage/study-abroad/>) and to obtain course approvals.
 - d. 4-hour consulting practicum experience completed in BUS 488. Students considering this option should consult their faculty academic adviser for more information.
- V. Other departmental requirements—Major competency is demonstrated in BUS 480. A grade of C or higher in ACCT 215, 216, and BUS 480 is required to graduate.

4. Delete: On page 226, the entry for **Minor in Management:**

Minor in Management

At least 20 hours, including: ACCT 215; MGMT 130, 230, 300 and 6 additional hours of MGMT courses at the 300-level or above.

Add: On page 226, in place of deleted entry:

Minor in Business

At least 20 hours, including: ACCT 215; BUS 130, 230, 300 and 6 additional hours of BUS courses at the 300-level or above.

5. **Delete:** On page 226, the entry **Bachelor of Science in Accounting:**

Bachelor of Science in Accounting

Accounting is known as the language of business, but all organizations need to speak the language in order to measure their performance and achieve their goals. The accounting program at UNC Asheville is designed to help students speak the language fluently and understand the various environments and organizations where it is applied. The Bachelor of Science degree with a major in Accounting provides students with the essential knowledge and skills to follow any career path in accounting or management. The degree requirements emphasize the mission-driven skills of communication, critical thinking, problem solving, and life-long learning. Global considerations, issues of sustainability, ethics, and technology are integrated throughout the curriculum. The degree facilitates students acquiring the credit hours of accounting necessary to sit for the CPA exam in North Carolina. Students considering this career path should be aware that there might be additional education and experience requirements necessary to become a CPA after passing the exam.

6. **Delete:** On page 227, the entry under Major in Accounting:

Major in Accounting

- I. Required courses for students majoring in Accounting—54 hours: ACCT 215, 216, 301, 302, 317, 340, 415, 417; MGMT 130, 230, 300, 480; and 8 additional hours chosen from 300-400 level ACCT.
- II. Required core courses outside the major—12 hours: ECON 103, 306; STAT 185 or 225.
- III. Other departmental requirements—Major competency is demonstrated in ACCT 415. A grade of C or higher in ACCT 215, 216, 301, 302, 317, 415 and MGMT 480 is required to progress through the Accounting curriculum and to graduate.

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

Major in Accounting

Accounting is known as the language of business, but all organizations need to speak the language in order to measure their performance and achieve their goals. The accounting program at UNC Asheville is designed to help students speak the language fluently and understand the various environments and organizations where it is applied. The Bachelor of Science degree with a major in Accounting provides students with the essential knowledge and skills to follow any career path in accounting or management. The degree requirements emphasize the mission-driven skills of communication, critical thinking, problem solving, and life-long learning. Global considerations, issues of sustainability, ethics, and technology are integrated throughout the curriculum. The degree facilitates students acquiring the credit hours of accounting necessary to sit for the CPA exam in North Carolina. Students considering this career path should be aware that there might be additional education and experience requirements necessary to become a CPA after passing the exam.

- I. Required courses for students majoring in Accounting—54 hours: ACCT 215, 216, 301, 302, 317, 340, 415, 417; BUS 130, 230, 300, 480; and 8 additional hours chosen from 300-400 level ACCT.
- II. Required core courses outside the major—12 hours: ECON 103, 306; STAT 185 or 225.

III. Other departmental requirements—Major competency is demonstrated in ACCT 415. A grade of C or higher in ACCT 215, 216, 301, 302, 317, 415 and BUS 480 is required to progress through the Accounting curriculum and to graduate.

7. **Delete:** On page 227 the entry under **Minor in Accounting:**

20 hours including: ACCT 215, 216, 301, and at least eight hours chosen from ACCT 302, 317, 342, 417 and MGMT 300.

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

20 hours including: ACCT 215, 216, 301, and at least eight hours chosen from ACCT 302, 317, 342, 417 and BUS 300.

8. **Delete:** On page 229:

Courses in Management (MGMT)

Add: On page 229, in place of deleted entry:

Courses in Business (BUS)

9. **Replace:** Throughout the catalog:

All occurrences of referring to the department as “Management and Accountancy” with “Business”

10. **Replace:** Throughout the catalog:

All occurrences of course or other prefixes of “MGMT” with “BUS”

Impact Statement: There is no curricular impact on the proposed name change. The focus of the curriculum and the courses within it remains the same. As such, there is also no staffing impact in the department. As with any department name change, however, there will be significant adjustments to be made by the Registrar’s Office. The prefix must be changed in Banner and in other systems, articulation agreements must be amended, etc.

Rationale: The proposed changes only affect the name of the department and a change of the name of what was the “Management” major/minor to a “Business” major/minor. No changes in the curriculum are associated with this change. The department and curriculum remain very much focused on delivering a liberal arts education to students interested in working in any form of organization. The reason to seek a name change in the department and major is primarily related to student recruitment and alignment with the expectations of existing students. If asked, many current “management” students say they are majoring in business. Prospective students cite an interest in majoring in business. Most departments, programs, and schools in the discipline are named “Business” (See the Addendum). Especially in an era where student recruitment and retention are paramount, it is important to relate to “the market,” especially when doing so has no effect whatsoever on the liberal arts emphasis in the curriculum. The department still focuses on critical thinking, clear communication, ethical considerations, global contexts, and remains committed to preparing students to work or study in a wide variety of contexts. The shift in the name does not shift our dedication to a liberal arts education.

In addition to student recruitment and retention and to aligning better with the discipline, changing the name of the department and major to Business also might bring the benefit of greater UNC System and donor support. While this is not a reason to change the department and major name, it might be an additional positive consequence of doing so, particularly in tight budget times.

Addendum: Department of Management and Accountancy: APC Proposal to Change Department name and Major to “Business”

**COPLAC Schools “Business” Department Names
Mid-Atlantic and Northeast**

<u>School</u>	<u>Department/Program Name</u>
Eastern Connecticut State University	Accounting and Business Info. Systems Management and Marketing
Keene State College	Business Management
Mansfield University	Business Administration
Massachusetts College of Liberal Arts	Business Administration
N. Vermont University – Johnson	School of Business and Leadership
Ramapo College	School of Business
St. Mary’s College of Maryland	Economics only
SUNY Geneseo	School of Business
U. of Maine, Farmington	Business Administration
Georgia College	School of Business
Kentucky State University	School of Business and Technology
Mississippi School for Women	Business and Professional Studies
New College of Florida	Communications and Marketing, Finance
University of Mary Washington	College of Business
University of Montevallo	College of Business
University of South Carolina – Aiken	School of Business Administration
UVA – Wise	Business and Economics