

THE UNIVERSITY OF NORTH CAROLINA ASHEVILLE

FACULTY SENATE

Senate Document Number SD6324S

Date of Senate Approval 05/02/2024

Statement of Faculty Senate Action:

**APC Document 52 (BUS): Delete the following courses from the BUS curriculum:
BUS 130, 343, 380, 407, 453, and 481**

Effective Date: Fall 2024

1. Delete: On page 108, **BUS 130, Introductory Seminar in Organizations:**

130 Introductory Seminar in Organizations (2)

Introduces students to the complex nature of managing, leading, and interacting with organizations in society. Focus will be on simultaneously learning and challenging the historical roots of management and leadership theory related to individual behavior, social interaction, and environmental forces (i.e., political, economic, technological, and cultural). Students will also learn foundational skills in disciplinary writing, project management, oral communication, critical reading, and self- and social-awareness. Emphasis will be on introducing students to departmental and professional expectations in the field. Intended for first- or second-year students and transfer students interested in the Accounting, Arts Management and Entrepreneurship, or Business major and/or minor. Fall and Spring.

Impact: See the overall impact statement at the end of the document. BUS 130 is being replaced by BUS 225.

Rationale:

- BUS 130 is being deleted to reflect the new BUS curriculum and learning goals
- New curriculum moving to only 4 credit courses
- Sunsetting all 2 credit courses

2. Delete: On page 108, **BUS 343, Sport Marketing:**

343 Sport Marketing (2)

An introduction to the scope of sport marketing, including how business is involved in sport, and an overall evaluation of sport marketing as a profession. This course provides a detailed overview of the sports industry and its marketing and promotional practices. Students will study the four P's of marketing (product, price, place and promotion) in the context of sport organizations. Prerequisite: BUS 250. See department chair.

Impact: See the overall impact statement at the end of the document.

Rationale:

- BUS 343 is being deleted to reflect the new BUS curriculum and learning goals
- Offered infrequently
- New curriculum moving to only 4 credit courses
- Sunsetting all 2 credit courses

3. Delete: On page 109, **BUS 380, Management Science:**

380 Management Science (4)

Focuses on the application of both quantitative and qualitative methods to support managerial decision making. Emphasis is placed on a number of techniques that help the student to formulate, analyze, and make recommendations regarding the resolution of complex managerial problems. Prerequisite: STAT 185 or STAT 225 or PSYC 202. Pre- or corequisite: BUS 230. Fall and Spring.

Impact: See the overall impact statement at the end of the document.

Rationale:

- BUS 380 is being deleted to reflect the new BUS curriculum and learning goals
- BUS 380 is being replaced by new set of business science requirement course options; Students will have the option to take BUS 386: Business Information Systems and Applications (4), BUS 388: AI for Business, or BUS 392: Business Analytics and Decision Making (4) to fulfill the Business Science requirement.

4. Delete: On page 110, **BUS 407, Global Finance:**

407 Global Finance (2)

Provides an in-depth look at the global financial markets from the perspective of both the multinational corporation and the individual investor. Topics related to the multinational corporation include global capital budgeting, raising debt and equity globally, and global tax and working capital management. The course further examines the perspective of the international investor through topics such as international investment portfolio management and diversification. Prerequisites: BUS 398; ECON 306. Spring.

Impact: See the overall impact statement at the end of the document.

Rationale:

- BUS 407 is being deleted to reflect the new BUS curriculum and learning goals
- Offered infrequently
- New curriculum moving to only 4 credit courses
- Sunsetting all 2 credit courses

5. Delete: On page 110, new course, **BUS 453, Marketing and the Consumer:**

453 Marketing and the Consumer (4)

The study of the process whereby producers understand the needs and desires of the consumer, combined with a careful analysis of the marketing techniques required to reach the consumer. Prerequisite: BUS 250. Typically Fall.

Impact: See the overall impact statement at the end of the document.

Rationale:

- BUS 453 is being replaced by a new 300 level course - BUS 352: Consumer Behavior. The new course reflects updated topics in the field of marketing and reflects the new BUS curriculum learning goals

6. Delete: On page 110, **BUS 481, Leadership in Organizations:**

481 Leadership in Organizations (2)

Provides students with a thorough overview of various leadership perspectives, styles, and theories. The goal will be to develop an understanding of effective leadership development at the individual, group/team, and organizational level. Leadership principles will be applied to many management topics, including motivation, diversity, ethics, team dynamics, international business, and organization change. Concepts will be reinforced with assigned readings, case analyses and interactive exercises. Prerequisite: BUS 230 and Junior standing. Spring.

Impact: See the overall impact statement at the end of the document.

Rationale:

- New curriculum moving to only 4 credit courses
- Sunsetting all 2 credit courses
- Offered infrequently
- Course being deleted to reflect the new BUS curriculum and learning goals

Impact Statement:

- 1. Removal of 2-credit Courses:** The revised curriculum removes all 2-credit courses. Two credit courses are (1) difficult to schedule due to the need to find 12 credit hours per semester for full-time faculty, and (2) often difficult for students trying to fulfill their BUS elective requirement for the major (4 credits under old curriculum).
- 2. Enhanced Business Science:** BUS 380 is being deleted to provide more updated and modern business science and technology-based courses. Students will have the option to take BUS 386: Business Information Systems and Applications (4), BUS 388: AI for Business, or BUS 392: Business Analytics and Decision Making (4) to fulfill the new Business Science requirement.
- 3. Curricular and Faculty Flexibility:** Deletion of courses, particularly BUS 130 and 380, provides more curricular flexibility and allows for course adjustability as faculty changes and student fluctuations arise. Allowing students more options in the curriculum supports this flexibility.
- 4. Reduced Credit Hours for the Major:** This redesigned Business curriculum, including these deleted courses, supports a strong program of study while slightly reducing the credit hour requirement in a liberal arts university environment. Student recruitment and retention is also supported when strong programs can be completed within a reasonable credit hour requirement.

Impact to majors, minors, concentrations, and certificates outside the Business major

<i>Course Being Deleted</i>	<i>Other Majors/Concentrations/Certificates Being Impacted</i>	<i>Possible Solution Under New BUS Curriculum</i>
BUS 130 (2)	(1) Accounting major and minor - required course; (2) Arts Management and Entrepreneurship – required for Concentration and Minor; (3) Mathematics: Concentration in Statistics - optional requirement	Use BUS 225 (4) for these requirements or optional requirements as this is an expanded 4 credit version of BUS 130
BUS 367 (2)	Interdisciplinary Certificate in Applied Social Science Research - optional elective	Use BUS 392 (4) for these optional requirements and electives as this is an expanded version of BUS 367.
BUS 380 (4)	(1) Interdisciplinary Certificate in Applied Social Science Research - optional elective; (2) Mathematics: Concentration in Statistics - optional requirement	Use BUS 392 (4) for these optional requirements and electives
BUS 407 (2)	Interdisciplinary Studies: Concentration in International Studies - optional elective	Use BUS 405 (4) as an optional elective