

THE UNIVERSITY OF NORTH CAROLINA ASHEVILLE

FACULTY SENATE

Senate Document Number SD6524S

Date of Senate Approval 05/02/2024

Statement of Faculty Senate Action:

APC Document 54 (BUS): Amended **Increase the credit hours and/or change course titles and/or descriptions for BUS 230, 250, 300, 366, 368, 386, 398, 405, 458, 480, and 489**

Effective Date: Fall 2024

1. **Delete:** On page 108, the entry for **BUS 230: Organizational Behavior and Theory:**

230 Organizational Behavior and Theory (4)

Introduces students to the major theoretical perspectives in both macro and micro organization studies. This interdisciplinary course focuses on the historical and modern contributions of the social science disciplines to the study of public, for-profit, and non- profit organizations of all sizes. Emphasis is placed on the concepts, theories, and skills relevant to individual, team, and organizational processes. Prerequisite: BUS 130. Pre- or corequisite: LANG 120. Students with at least 3 hours of BUS credit may take BUS 130 and 230 concurrently. Fall and Spring.

Add: On page 108, in place of deleted entry:

230 Organizational Behavior and Theory (4)

Introduces students to the major theoretical perspectives in both macro and micro organization studies. This interdisciplinary course focuses on the historical and modern contributions of the social science disciplines to the study of public, for-profit, and non- profit organizations of all sizes. Emphasis is placed on the concepts, theories, and skills relevant to individual, team, and organizational processes. Fall and Spring.

Impact:

- Prerequisites have been changed in order to be less restrictive and allow more students to take this course, particularly transfer students.
- Prerequisite BUS 130 being removed from the curriculum

Student Learning Objectives:

- Explore the varying challenges facing founders, owners, managers, leaders and employees of organizations.
- Develop and apply a critical management perspective to organizational analysis
- Strengthen listening, analytical, written and oral communication skills.
- Develop capacity to apply critical theoretical lenses to both organizations and the political, social and economic systems in which organizations are embedded.

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: S. Clark Muntean
- Is BUS 230 part of the UNC System CNS: No

Rationale:

- Change in prerequisites to allow more students from across disciplines to take BUS courses

2. **Delete:** On page 108, the entry for **BUS 250: Marketing Principles:**

250 Marketing Principles (4)

Focuses on the elements of the marketing mix (product, price, promotion and place) and the marketing concept. Marketing terminology and selected marketing models and theories are presented. Application and integration of these theories and models are required. Prerequisite: BUS 130. Fall and Spring.

Add: On page 108, in place of deleted entry:

250 Marketing Principles (4)

Focuses on the elements of the marketing mix (product, price, promotion and place) and the marketing concept. Marketing terminology and selected marketing models and theories are presented. Application and integration of these theories and models are required. Fall and Spring.

Impact:

- Prerequisites have been changed in order to be less restrictive and allow more students to take this course, particularly transfer students.
- Prerequisite BUS 130 being removed from the curriculum

Student Learning Objectives:

- Understand the marketing function and environment as they relate to business performance.
- Analyze marketing opportunities by applying basic marketing concepts and principles.
- Evaluate product decisions for consumer goods and services in B2C and B2B environments.
- Analyze distribution decisions through the application of supply chain management.
- Develop promotion and communication strategies.
- Evaluate pricing strategies and apply concepts in a marketing plan.

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: N. Harrison
- Is BUS 250 part of the UNC System CNS: No

Rationale:

- Change in prerequisites to allow more students from across disciplines to take BUS courses

3. **Delete:** On page 108, the entry for **BUS 300, Legal and Ethical Environment:**

300 Legal and Ethical Environment (4)

Emphasizes the role of ethics and law in business and other forms of organizing. Select topics include sources of law and legal reasoning, ethical decision-making, the court system, alternative dispute resolution, the constitution, administrative agencies, white-collar crime, international law, contracts, torts, product liability, intellectual property, employment law, and regulatory topics, among others. Prerequisites: Junior standing and at least 6 credit hours in ACCT and/or BUS. Fall and Spring.

Add: On page 108, in place of deleted entry:

300 Law and Ethics (4)

Explores the role of law and ethics in business and other forms of organizing. Topics include introduction to the legal system and legal reasoning, ethics and ethical decision-making tools, courts and alternative dispute resolution, constitutional law, administrative agencies, consumer protection and other regulatory areas, international law, contracts, torts, product liability, white-collar crime, business structures, agency, intellectual property, and employment law. Prerequisites: Junior standing or permission of instructor. Fall and Spring.

Impact: This course has been updated to reflect more current topics in the discipline and now includes introduction to the legal system and legal reasoning, consumer protection, and business structures. In addition, prerequisites have been changed in order to be less restrictive and allow more students to take this course, particularly transfer students.

Student Learning Objectives:

- apply critical thinking skills for analysis, decision making, and problem solving
- be effective communicators
- be able to ethically reason
- be competent across disciplines of business
- demonstrate knowledge of issues involved in conducting business in a diverse, global environment

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: E. Harvey
- Is BUS 300 part of the UNC System CNS: No

Rationale:

- Updated course name and description to reflect more updated and innovative topics in business law and ethics.
- Change in prerequisites to allow more students from across disciplines to take BUS courses

4. **Delete:** On page 109, the entry for BUS 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. No credit given to students who have credit for either MGMT 360 or 363. Prerequisite: ACCT 215. Typically Fall.

Add: On page 109, in place of deleted entry:

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. Typically Fall.

Impact: Prerequisites have been changed in order to be less restrictive and allow more students to take this course, particularly transfer students.

Student Learning Objectives:

- Build a theoretically and empirically informed understanding of the benefits and best practices in social entrepreneurship.
- Develop a desire and ability to build, grow and contribute to innovative, sustainably minded enterprises that seek highly positive impacts on their diverse stakeholders.

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: S. Clark Muntean
- Is BUS 366 part of the UNC System CNS: No

Rationale:

- Change in prerequisites to allow more students from across disciplines to take BUS courses

5. **Delete:** On page 109, the entry for **BUS 3 68, Digital and Social Media Marketing:**

368 Digital and Social Media Marketing (2)

Examines how social media can be used to build profitable relationships with various stakeholders of organizations. Through lectures, discussions and case studies, students will explore various social media platforms and learn how to utilize them for improving marketing efforts of businesses. Prerequisite: BUS 250. Typically Spring.

Add: On page 109, in place of deleted entry:

368 Digital and Social Media Marketing (4)

Strategic utilization of social media for cultivating profitable relationships with diverse stakeholders within organizations. Through real-world practical applications, engaging lectures, interactive discussions, and illustrative case studies, students will gain comprehensive insights into a spectrum of digital marketing strategies and social media platforms. The primary focus is to equip students with the skills needed to harness these platforms effectively, enhancing the marketing endeavors of businesses. Typically Spring.

Impact: This course has been updated to reflect the move from 2 credits to 4 credits. It also includes more current topics in the discipline and a more direct, hands-on experience using digital and social media marketing platforms for business strategy. In addition, prerequisites have been removed in order to be less restrictive and allow more students to take this course.

Student Learning Objectives:

- Understand the key concepts and strategies in digital marketing
- Understand consumer behavior in the digital environment
- Apply best practice frameworks for developing a digital marketing strategy for businesses
- Identify and critically analyze the marketing communications strategies for businesses
- Effectively evaluate and improve the performance of digital channels
- Understand the key concepts and strategies in social media marketing
- Apply the concepts in this course to real-world business cases
- Obtain globally recognized certifications in digital and social media marketing

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: N. Harrison
- Is BUS 368 part of the UNC System CNS: No

Rationale:

- Change in prerequisites to allow more students across disciplines to take BUS courses
- Course moving from 2 to 4 credit hours

6. **Delete:** On page 109, the entry for **BUS 386, Management Information Systems:**

386 Management Information Systems (4)

Introduces students to the management of information; integrated systems and general systems concepts in the planning, development, implementation and control of information. Prerequisite: ACCT 215. Pre-or corequisites: ACCT 216 and BUS 230. Fall and Spring.

Add: On page 109, in place of deleted entry:

386 Business Information Systems and Applications (4)

Examine the integral role of computer systems in modern businesses, spanning from conceptual understanding to practical application. This course explores the architecture and operation of leading examples of financial systems, collaboration platforms and productivity tools. Students will set up and configure real-world IT

systems required for typical business operations, and also perform audits and assessments of those systems with a mindset of continual process improvement and technology lifecycle management. Fall and Spring.

Impact: This course has been updated to reflect more current topics in the information systems discipline and now includes a more practical application approach for students. Classroom projects use real-world IT platforms to organize, operate, and assess business operations. In addition, prerequisites have been removed in order to be less restrictive and allow more students to take this course.

Student Learning Objectives:

- Explore and implement how to define and protect intellectual property and founder rights organizations
- Establish foundational understanding of core systems for financial tracking, accounting, payroll, HR, and information systems
- Make a fully functional application suite for the team-based company
- Leverage Udemy as a course platform to specialize and receive training on the setup, use and integration of two industry standard computer applications, with the goal of passing a certification exam to demonstrate proficiency in that application
- Use a project management and collaboration platform to manage and coordinate semester projects
- Leverage various AI platforms to improve the effectiveness and efficiency of course objectives

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: D. Thomas
- Is BUS 386 part of the UNC System CNS: No

Rationale:

- Updated course name and description to reflect more updated and innovative topics in business information systems
- Removal of prerequisites to allow more students across disciplines to take BUS courses

7. **Delete:** On page 109, the entry for **BUS 398, Global Management:**

398 Global Management (4)

Provides an overview of the opportunities and risks organizations face in the global business environment. Students will identify, explain, and analyze concepts and strategies involved in managing in a global environment. The course emphasizes the economic, cultural, political, and institutional factors that managers must consider when conducting business in foreign countries. Prerequisite: Junior standing. Pre-or corequisite: BUS 230. Fall and Spring.

Add: On page 109, in place of deleted entry:

398 Global Business (4)

Provides an overview of the opportunities and risks organizations face in the global business environment. Students will identify, explain, and analyze concepts and strategies involved in managing and operating in a global environment. The course emphasizes the economic, cultural, political, and institutional factors that must be considered when conducting business in foreign countries. Typically Fall.

Impact: This course title has been updated to reflect the Departmental name change from management to business. While this has no direct impact to the course content, the name change to “Business”, particularly on a student’s transcript, will indicate a broader expanse of topics covered, not just the focus area of “management”. In addition, prerequisites have been removed in order to be less restrictive on the ability of students to take this course.

Student Learning Objectives:

- Understand the main international business issues facing modern organizations
- Recognize ethical issues and conflicts that can arise from international corporate activities
- Distinguish the institutional and cross-cultural issues that arise when operating in different countries
- Evaluate the international human resource strategies and practices employed by multinational corporations
- Identify global strategies including entry, organizational, and management approaches
- Recognize multinational financial operations such as currency exchange and risk and other cross-border financial transactions
- Diversity Intensive Learning Outcomes (the course is an approved DI course):
 - Students understand the socially constructed nature of identities.
 - Students understand the significance of individuals’ differing relationships to power.
 - Students understand how individuals, organizations, and institutions create, perpetuate, or challenge inequality.
 - Students understand how multiple identities intersect.
 - Students are better equipped to reevaluate their ideas about diversity and difference.

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: D. Burris
- Is BUS 398 part of the UNC System CNS: No

Rationale:

- Updated course name to reflect a more current term used in global business pedagogy.
- Change in prerequisites to allow more students across disciplines to take BUS courses
- Better reflects recent department name change

8. **Delete:** On page 109, the entry for **BUS 405 Advanced Topics in Global Business (2):**

405 Advanced Topics in Global Business (2)

Examines topics such as multinational foreign expansion strategies, strategic alliances, operating in emerging markets and developing economies, and designing effective organizational structures for multinational operations. Students will explore the global strategy decisions of multinational corporations using current global topics and lessons from contemporary case studies. Prerequisite: BUS 398. See department chair.

Add: On page 109, in place of deleted entry:

405 Advanced Topics in Global Business (4)

Examines growth strategies for multinational organizations. Topics include adopting a global Net Zero strategy, operating in low- to middle-income economies, innovation and adaptation in an evolving globalized environment, global capital financing, and mergers and acquisitions. Students will explore the global strategy decisions of multinational corporations using both current events and lessons from contemporary case studies. Prerequisite: BUS 398. Typically odd years Spring.

Impact: This course has been updated to reflect the move from 2 credits to 4 credits. The course also includes more current topics in the discipline such as global Net Zero strategies, global capital finance, and mergers and acquisitions.

Student Learning Objectives:

- Explore global Net Zero and other sustainability-focused organizational strategies
- Research the political, cultural, and economic factors in a variety of foreign markets and develop a global growth strategy
- Be familiar with various techniques for raising corporate capital in a global market
- Recognize various tools for moving corporate capital globally
- Using global current events, explore ways to mitigate organizational risk and formulate global strategies

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: D. Burris
- Is BUS 405 part of the UNC System CNS: No

Rationale:

- Updated course description to reflect more updated and innovative topics in the field of global business
- Course moving from 2 to 4 credit hours

9. **Delete:** On page 110, the entry for **BUS 458: Marketing Strategy (2):**

458 Marketing Strategy (2)

The selection and evaluation of the appropriate marketing mix needed to achieve the overall objectives of an organization. Emphasis is placed on the case method.
Prerequisites: BUS 250 and senior standing. See department chair

Add: On page 110, in place of deleted entry:

458 Marketing Strategy (4)

Focuses on the critical process of selecting and evaluating the most suitable marketing mix to align with an organization's overarching objectives. It places a significant emphasis on the case method, which involves the in-depth examination of real-world scenarios and practical examples to illustrate the principles of crafting an effective marketing strategy. Students will gain a nuanced understanding of how to tailor marketing mix elements to meet the specific goals and challenges faced by organizations in today's dynamic business landscape. Prerequisite: BUS 250.
Typically Spring.

Impact: This course has been updated to reflect the move from 2 credits to 4 credits. It also includes more current topics in the discipline as well as real-world applications to create and tailor marketing mix strategies for organizations.

Student Learning Objectives:

- Demonstrate the fundamental processes and analysis tools of marketing strategy
- Identify the basic principles of marketing strategy and how those are utilized to solve business problems

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: N. Harrison
- Is BUS 458 part of the UNC System CNS: No

Rationale:

- Updated course description to reflect more updated and innovative topics marketing strategy
- Course moving from 2 to 4 credit hours
- Change in prerequisites to allow students more flexibility in when they can take the course.

10. **Delete:** On page 110, the entry for **BUS 480 Strategic Management:**

480 Strategic Management and Policy (4)

This capstone course integrates the functional areas of general management, and includes an analysis of the internal organization and the external environment. It involves the development of strategies, policies, structure and leadership to pursue organizational purposes and goals with sensitivity to competing stakeholders.
Prerequisite: Senior standing; ACCT 216 or 301; ACCT 340 or BUS 386; BUS 300, ECON 306. Fall and Spring.

Add: On page 110, in place of deleted entry:

480 Strategic Management (4)

Capstone course that integrates the functional areas of general management, and includes an analysis of the internal organization and the external environment. This course involves the development of organizational strategies, internal policies, structure, and leadership to pursue organizational purposes and goals with sensitivity to competing stakeholders. Prerequisite: Senior standing with a minimum of 30 hours completed toward the Business or Accounting major. Fall and Spring.

Impact: This course title has been changed to reflect a more updated approach to the discipline. In dropping the word “Policy” from the title, a student’s transcript will provide a more correct indication of topics covered as this course is more focused on organizational strategy, not internal policies and procedures. In addition, prerequisites have been changed in order to be less restrictive on the specific courses required to participate.

Student Learning Objectives:

- Understand the concept of strategy and strategic management
- Understand what makes some industries more attractive to companies
- Understand how certain companies outperform their competitors
- Understand the process of strategic decision-making and the main categories of strategic decisions

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 3 hrs 20 min per week
- instructional format: lecture
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: R. Vandaie
- Is BUS 480 part of the UNC System CNS: No

Rationale:

- Updated course title to better reflect the strategic management topics covered in the course.
- Change in prerequisites to allow more flexibility in when a student can take the capstone course.

11. Delete: On page 111, the entry for **BUS 489 Project–Based Internship:**

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 onsite 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 Business major (courses may be from ACCT, BUS, and/or ECON); and permission of the department internship coordinator. Fall and Spring.

Add: On page 111, in place of deleted entry:

489 Internship (4)

Internships allow students to link academic learning with real-life experience in preparation for careers and graduate school. This course satisfies the experiential learning requirement as students engage in semester-long, project-based and/or skills-based internships with local, national, or international for-profit, non-profit, or governmental organizations, including remote internships. During the semester prior to taking the internship, students submit internship proposals to the department internship coordinator. Fieldwork may focus on planning, developing, and implementing a deliverable that leverages student expertise as well as host organization professional needs. Fieldwork may also focus on skills-based experiences aligned with the business major. Coursework, through meetings and class assignments, includes project management, professionalism and professional writing, guided journaling to reflect on internship experience, progress reports, portfolio development, group consultations, and a final report and presentation. Prerequisite: Junior standing with a minimum of 24 credit hours required in the Business major (courses may be from ACCT, BUS, and/or ECON); and permission of the department internship coordinator (after proposal approval and host-site agreement completion). Priority is given to seniors graduating at the end of the internship semester. Fall and Spring.

Impact: This course title and description have been updated to more accurately reflect the BUS internship experience as internships can now be either project or skills-based experiences. Internships can now be performed in any geographic location and for multiple types of organizations. In addition, the minimum credit hours required to participate have been reduced to allow students access to this experience earlier in their major.

Student Learning Objectives:

- Obtain work experience in an area of interest related to the Management discipline while connecting fieldwork experiences to academic coursework
- 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).
- 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
- Develop skills in professionalism that will be expected in the workplace (reliable, meet deadlines, punctual, prepared, present, proactive, professional communication, professional interactions, professional under pressure, proper demeanor, positive attitude, poised, record-keeping & attention to details, ethical behavior, integrity, collegial attitude, respect for others, perseverance in contracted work stated in proposal, willing to go the extra mile, reflection and correction, responsibility for actions, not blaming others, willing to learn, etc.)
- 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
- Learn how to prepare a professional portfolio of internship work and work products
- Improve professional writing skills while reflecting on and reporting the internship experience in written format
- Improve professional presentation skills while reflecting on and reporting the internship experience in video format

Other Considerations:

- anticipated class size: 25 students per section
- amount of scheduled class time: 140 total semester hours of work including both classwork and fieldwork; 1 hr 40 minutes per week of classroom instruction.
- instructional format (lecture, lab, seminar, independent, research, internship, studio): internship
- any specialized space or material needs: No
- contact hours and faculty workload hours: 4 credit hours
- faculty teaching this course: E. Harvey
- Is BUS 489 part of the UNC System CNS: No

Rationale:

- Updated course title and description to reflect more of the course learning objectives as well as the move to allow students to participate in a project-based or skills-based internship.
- Change in prerequisites to allow students more flexibility in when they can take the course.