

THE UNIVERSITY OF NORTH CAROLINA ASHEVILLE

FACULTY SENATE

Senate Document Number      SD6624S

Date of Senate Approval      05/02/2024

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Statement of Faculty Senate Action:

**APC Document 55 (BUS):      Change the departmental narrative and the requirements for a Major or Minor in Business**

**Effective Date: Fall 2024**

**1.      Delete:** On page 104, the following entry under the **Business department heading:**

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.

**Add:** On page 104, in place of deleted entry:

The study of business, accounting, and organizations from a liberal arts perspective allows students an expanded opportunity to explore both their role within a business organization (both for profit and not-for-profit) as well as how to be engaged citizens of the world. Our business majors explore phenomena from multiple disciplines with a focus on identifying, critically examining, and solving complex problems facing organizational decision makers and the citizenry. The business program is designed to provide students with

the skills and knowledge necessary to be productive citizens prepared for graduate studies and careers in the non-profit, for-profit, and government sectors. 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 support this mission through innovative teaching, impactful scholarly activity, and meaningful engagement with the University, the local and regional communities, and their respective disciplines.

2. **Delete:** On page 104, the description for the Business major:

### **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.

- Add:** On page 104, 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. The Business curriculum is designed with five components, with each component intended to develop skills in focus areas while building toward specialized and experiential learning opportunities.

1. The core courses introduce students to the business discipline as well as the foundational fields of accounting, economics, marketing, business law, statistics, and business strategy.
2. The second required component introduces students to the field of business science and the changing nature of technology on business and business strategy. Students choose from a variety of business science courses on such topics as data analytics, artificial intelligence for business, and business information systems.
3. The third required component provides an opportunity for students to use the skills they have learned in a more hands-on, experiential way outside the classroom. Students can choose from the following experiential opportunities supported by department faculty: (1) an internship, (2) participation in a consulting practicum, (3) business courses taken during a study abroad experience, or (4) a business-focused undergraduate research project.

4. The fourth required component allows students to take advanced business elective courses that align with their specific interests and career path.
5. The fifth required component of the business major is the Professional Development Program. This structured program is designed to assist students in gaining critical career readiness skills such as career analysis, resume crafting, digital profile development, networking, and employment searches. Students progress through this program from the point of declaring the major through their senior year.

**3. Delete:** On page 104, item I under **Major in Business:**

- I. Required courses for the major—38 hours: BUS 130, 230, 250, 300, 380, 386, 398, 480; ACCT 215, 216.

**Add:** On page 104, in place of deleted entry:

- I. Required Business and Accounting courses for the major—28 hours: BUS 225 or 230; BUS 250, 300, 480; one course from BUS 386, 388, or 392; ACCT 215, 216.

**4. Delete:** On pages 104-105, item III under **Major in Business:**

- 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 the departmental website 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 business, or in preparation for graduate school, they may do so using their general university elective credits. Business 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.

**Add:** On pages 104-105, in place of deleted entry:

- III. Required Electives—at least 12 hours of BUS coursework at the 300-400 level. Students may choose these electives from different topics, or they may focus their study in a specific area such as marketing, global business, entrepreneurship, or business science. Note that while only one business science course is required for the BUS major, students may use additional business science courses taken above and beyond the core requirement to count toward their elective courses. Likewise, while only one experiential learning option is required for the Business major, students may participate in multiple experiential learning options and use the credit toward their required electives.

**5. Delete:** On page 105, items IV and V under **Major in Business:**

- IV. Experiential Learning Options—3-4 hours chosen from one of the following options. Students should consult the departmental website for specific information about the options.
  - a. 4-hour project-based internship experience completed in BUS 489. Students choosing BUS 489 must review the internship program policy, 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 departmental guidelines.
- 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 policy and contact the department's study abroad coordinator for advisement 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.

**Add:** On page 105, in place of deleted entry:

- IV. Experiential Learning Requirement—3-4 hours chosen from one of the following options. Students should consult the departmental website for specific information about these options.
- a. 4-hour Internship experience completed in BUS 489. Students choosing BUS 489 must review the internship program policy, attend a mandatory information session, and receive project approval from the Department's Internship Coordinator prior to enrolling in the internship course.
  - b. 4-hour Consulting Practicum experience completed in BUS 488. Students considering this option should consult their faculty academic adviser for more information. Permission of the BUS 488 faculty is required prior to registration.
  - c. At least 3 hours of Business-focused courses earned as part of a UNC Asheville approved study abroad experience. Students choosing the study abroad option must review the Department's study abroad policy and contact the Business Department's Study Abroad Coordinator to obtain course approvals prior to the study abroad experience.
  - d. 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 departmental guidelines.
- V. Professional Development Program—Students will gain critical career readiness skills through completing structured professional development steps upon declaring the major through their senior year. This will be a course administered through Moodle, and steps include career analysis, resume crafting, consultation with a Career Center coach, engagement with industry/nonprofit/government representatives, digital profile development, planning for internship and other experiential learning, network and mentor development, employment search, mock interviews and salary negotiation, and participation in other required professional development activities. Progress is monitored annually.
- VI. 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. Completion of the Professional Development Program is required to graduate.

**6. Delete:** On page 105, under **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.

University-wide minimum requirements for a minor: 1) one-half of the hours required for a minor must be completed in residence at UNC Asheville, to include at least 6 hours at the

300-400 level; 2) students must have a cumulative grade-point-average of at least 2.0 on minor courses taken at UNC Asheville.

**Add:** On page 105, in place of deleted entry:

At least 20 hours including: ACCT 215; BUS 225 or 230, BUS 300, and 8 additional hours of BUS courses at the 300-level or above.

University-wide minimum requirements for a minor: 1) one-half of the hours required for a minor must be completed in residence at UNC Asheville, to include at least 6 hours at the 300-400 level; 2) students must have a cumulative grade-point-average of at least 2.0 on minor courses taken at UNC Asheville.

### **Impact:**

#### **1. Impact to number of courses required to graduate: See Appendix A – Table 1.**

These changes represent a reduction in credit hours required to graduate with a BUS major. The current major requires 57 credit hours to graduate. This proposed curricular change requires 55 credit hours to graduate.

#### **2. Impact to the BUS minor:**

- a. The number of hours required for the BUS minor remains unchanged at 20 credit hours.
- b. BUS 130 (2 credit hours) is being deleted and removed from the minor requirements.
- c. Students will have a choice to take BUS 225 (new course) or BUS 230 for the minor.
- d. BUS electives for the minor will increase from 6 to 8 required credit hours to reflect the curriculum change to all 4-credit courses.

#### **3. Plan to transition current BUS majors to the new curriculum – See Appendix A – Table 2:**

The following represents the courses being deleted under the new major and how students with those courses will transition under the new curriculum.

- a. BUS 130 (sunsetting): This two-credit course will count as the equivalent of the new course, BUS 225. Because BUS 225 is a four-credit course, students obtaining that equivalency will receive a waiver to graduate with only 53 credit hours in the major.
- b. BUS 380 (sunsetting): For majors with BUS 380 who wish to redeclare the new major, this course will count toward an elective course. For majors remaining under the old curriculum, students will take BUS 388 or 392 to fulfill the BUS 380 requirement.
- c. BUS 343, 367, 407, 423, and 481 (sunsetting): These are two credit courses that are being deleted as we are moving away from the 2-credit course model. If previously taken, these courses will count as elective credits under the new curriculum.
- d. BUS 453: Students who took this course will receive equivalency credit for BUS 352, and it will count as an elective credit under the new curriculum.

#### **4. Impact to University Requirements:**

- a. BUS 398, Global Management (Business), currently serves as a Diversity Intensive course for the general education requirements. This course is moving from a required to an elective course. Students will no longer automatically satisfy the DI requirement, but students will likely still take it for their required electives.

**Rationale:** These proposed changes to the BUS major curriculum are designed to support students and faculty in the following ways:

- 1. Enhanced Business Science:** More updated and modern business science and technology-based courses offer students an opportunity for enhanced skills development in areas such as data analytics and AI. 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. Students with a specific interest in business science courses can take one or both of the other courses and use toward their electives.

- 2. Professional Development Program:** The structured professional development program will expand career readiness and professional development opportunities for our students. Students will progress through this asynchronous Moodle class from the time of major declaration to graduation. The program will guide students through such exercises and skills development as career analysis, resume crafting, Career Center coaching, digital profile development, planning for experiential learning requirement options, networking and mentor development, employment search, and interviewing. Having a required structured professional development program will infuse substantial professional development practices throughout the major. It will prompt and habituate students to integrate substantial professional development work, as well as curriculum planning, throughout their time in the major. This should better prepare students to enter internships and careers by integrating required, substantial professional development into the existing academic curriculum. Progress will be monitored during advising sessions by Business Department faculty.
- 3. Increased BUS electives:** Requiring more BUS electives provides students a more structured way to (1) participate in more than one experiential learning opportunity for major credit if desired, and (2) use electives to specialize in areas of interest such as marketing, business science, and global business. The current (old) curriculum requires only 4 credit hours of electives. The proposed (new) curriculum requires 12 credit hours of electives.
- 4. Curricular and Faculty Flexibility:** More curricular flexibility allows for course adjustability as faculty changes and student fluctuations arise. Allowing students more options in the curriculum supports this flexibility. For example, under the proposed (new) curriculum, students can take BUS 225 or BUS 230 as their introductory course in the major. Students also have an increased choice for their business science course options. (see Rationale #1) and have more elective choices (see Rationale #3).
- 5. Reduced Credit Hours for the Major:** This redesigned Business curriculum supports a strong program of study with a slightly reduced 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.
- 6. Updated Content and Skills Development:** This curriculum revision includes updating the BUS course offerings toward more relevant skills and knowledge development while deleting courses that are no longer or seldomly offered. For example, the Business Science requirement option includes two new technology and skills-based courses - BUS 388: AI for Business and BUS 392: Business Analytics and Decision Making (4).
- 7. Removal of 2-credit Courses:** This revised curriculum removes all 2-credit hour classes under the old model. 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)
- 8. Expanded Options for Transfer Students:**
  - a. Decreasing and/or removing prerequisites allows transfer students a greater opportunity to take classes sooner.
  - b. Removal of BUS 130 removes a barrier to transfer students moving forward in the major.
  - c. Option for BUS 225 or BUS 230 to serve as the introductory course in the major. Transfer students taking an Introduction to Business or an Organizational Behavior course at another institution can use that to fulfill this introductory course requirement, which removes the previous barrier for transferring these courses.
  - d. Enhanced business science course options in the new curriculum potentially allows for more flexibility in transfer of courses taken at other institutions which could be used to fulfill the business science requirement.
- 9. Increased Access to BUS Courses for Non-majors:** With the exception of BUS 400-level courses and BUS 300: Law and Ethics, all prerequisites are being removed from BUS courses to allow more students across disciplines to take BUS courses.

## Appendix A – Business Major Redesign

**Table 1: Current vs Proposed Major and Faculty**

Current Major (57 – 58 hrs)	Proposed Major (55 – 56 hrs)	-2 Cr. Hrs.	Department Faculty Teaching New Curriculum
CORE (45 - 46 hrs)	CORE (44 – 45 hrs)		
ACCT 215 (4)	ACCT 215 (4)	0	Bilsky, Shields
ACCT 216 (4)	ACCT 216 (4)	0	Bilsky, Shields
BUS 130 (2)		-2	
BUS 230 (4)	BUS 225 (4) or BUS 230 (4)	0	All Dept. faculty (225); Clark (230)
BUS 250 (4)	BUS 250 (4)	0	Harrison
BUS 300 (4)	BUS 300 (4)	0	Harvey
BUS 380 (4)	Deleted	-4	
BUS 386 (4)	BUS Science Requirement (4): BUS 386 (4), or BUS 388 (4), or BUS 392 (4)	0	Thomas (386, 388); Harrison (392)
BUS 398 (4)	Deleted (becomes an elective option)	-4	
BUS 480 (4)	BUS 480 (4)	0	Vandaie
BUS 488/489/499/Study Abroad (3-4)	BUS 488/489/499/Study Abroad (3-4)	0	Burris, Harvey, Clark
BUS elective (4)	BUS elective (12)	+8	All faculty will offer elective options
<u>OUTSIDE the Major (12 hrs)</u>	<u>OUTSIDE the Major (12 hrs)</u>		
STAT 185 or 225 (4)	STAT 185 or 225 (4)	0	
ECON 103 (4)	ECON 103 (4)	0	
ECON 306 (4)	ECON 306 (4)	0	

**Table 2: Student Transition Plan (if they don't redeclare)**

Current Core	Credits	Course Equivalent (new model)	Credits	Credit Difference	Potential Action
ACCT 215 (4)	4	ACCT 215 (4)	4	0	
ACCT 216 (4)	4	ACCT 216 (4)	4	0	
BUS 130 (2)	2	BUS 225 (4)	4	+2	Substitution
BUS 230 (4)	4	BUS 230 (4)	4	0	
BUS 250 (4)	4	BUS 250 (4)	4	0	
BUS 300 (4)	4	BUS 300 (4)	4	0	
BUS 380 (4)	4	BUS 388 or 392 (4)	4	0	Substitution
BUS 386 (4)	4	BUS 386 (4)	4	0	
BUS 398 (4)	4	BUS 398 (offered as elective)	4	0	Substitution
BUS 480 (4)	4	BUS 480 (4)	4	0	
BUS 488/489/499/Study Abroad (3-4)	3-4	BUS 488/489/499/Study Abroad (3-4)	3-4	0	
ECON 103	4	ECON 103	4	0	
ECON 306	4	ECON 306	4	0	
STAT 185 or 225	4	STAT 185 or 225	4	0	

**Recommended Transition Plan:**

1. Any new majors declaring Fall 2024 or after will be advised under the new curriculum.
2. Current majors in the early stages of completion (freshman and sophomores) should redeclare in Fall 2024.
3. Current majors in the later stages of completion (juniors and seniors) may opt to stay with the current (old) curriculum or redeclare. If they redeclare, course substitutions as noted above will be engaged. Transition plans for specific courses include:
  - a. Current majors with both BUS 380 and BUS 386 who choose to redeclare can use BUS 386 to fulfill their Business Science requirement and can use BUS 380 as an elective for the major.
  - b. Current majors with both BUS 130 and BUS 230 who choose to redeclare can (1) use BUS 130 as a substitute for BUS 225 (new curriculum) with waivers for differing credit hours, and (2) use BUS 230 as an elective.