

**APPROVED BY SENATE**  
**03/09/2020**

# 5075: GENERAL MANAGEMENT CONCENTRATION

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## In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1902 Committee Chair (mwolter@illinois.edu; jloew@illinois.edu; dgonzal2@illinois.edu)
3. 1902 Head (cotnes@illinois.edu)
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5. KM Dean (peecher@illinois.edu; mlschltz@illinois.edu)
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7. Provost (kmartens@illinois.edu)
8. Senate EPC (bjlehman@illinois.edu)
9. Senate (jtempel@illinois.edu)
10. U Senate Conf (none)
11. Board of Trustees (none)
12. IBHE (none)
13. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

## Approval Path

1. Tue, 21 Jan 2020 17:46:41 GMT  
Deb Forgacs (dforgacs): Approved for U Program Review
2. Thu, 30 Jan 2020 16:30:16 GMT  
Mark Wolters (mwolter): Approved for 1902 Committee Chair
3. Thu, 30 Jan 2020 17:25:29 GMT  
Cele Otnes (cotnes): Approved for 1902 Head
4. Mon, 03 Feb 2020 21:58:57 GMT  
Michael Dyer (dyer1): Approved for KM Committee Chair
5. Mon, 03 Feb 2020 22:14:54 GMT  
Mark Peecher (peecher): Approved for KM Dean
6. Mon, 03 Feb 2020 22:21:10 GMT  
John Wilkin (jpwilkin): Approved for University Librarian
7. Mon, 03 Feb 2020 23:38:06 GMT  
Kathy Martensen (kmartens): Approved for Provost

## History

1. Aug 15, 2019 by Kathy Martensen (kmartens)

## Deactivation Proposal

Date Submitted: Tue, 21 Jan 2020 17:04:30 GMT

## Viewing: 5075 : General Management Concentration

Changes proposed by: Diana Gonzalez

## Proposal Type

### Proposal Type:

Concentration (ex. Dietetics)

### This proposal is for a:

Phase Down/Elimination

Proposal Title:

**if this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions***

Proposal to update the Management, BS (key 100) deactivate the International Business Concentration (key 589) replace with a new Minor in International Business (key 949)

Deactivate the General Management Concentration (key 590) in Management, BS in the Department of Business Administration, Gies College of Business.

**EP Control Number**

EP.20.114

**Official Program Name**

General Management Concentration

**Effective Catalog Term**

Fall 2020

**Sponsor College**

Gies College of Business

**Sponsor Department**

Business Administration

**Sponsor Name**

Geoff Love, Joe Clougherty

**Sponsor Email**

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**College Contact**

Jeffrey Brown, c/o Mary Schultze

**College Contact Email**

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## Program Description and Justification

### Justification for proposal change:

We are requesting that the General Management concentration be discontinued from the management major. The reason is that we are requesting (separately) a new IB minor, thus eliminating the need for two concentrations within management major. The revised management major will not have any concentrations.

**BRIEF DESCRIPTION:** During the last decade, the interest in international business (IB) has increased significantly among our Gies undergraduates. In its current form, our offer of an IB concentration within the Management major creates constraints for students that limit the department's ability to satisfy student demand. We propose the creation of an international business minor, which we would be able to offer with our current resources and faculty. The minor would replace the existing concentration in International Business that currently exists within the Management major. The minor is only open to undergraduates in the Gies College.

### JUSTIFICATION:

The existing concentration in international business has enrolled around thirty students per year. The students who enrolled in the concentration typically used the major to signal an interest in IB but relied on a primary major in another area for recruiting and career purposes. The concentration typically attracts little or no distinct attention from recruiters. Given that the concentration was part of a larger major in Management, student coursework included material not particularly relevant to IB. This diffuse curriculum dampened interest in an IB credential and reduced the visibility of the concentration.

A faculty review suggested necessary revisions. The most significant change is to move from a concentration within a major to a minor. This is done for several reasons: first, international business is best viewed in the faculty's opinion as a complement to existing business disciplines, rather than as a substitute for other majors. IB is a necessary aspect of almost all business disciplines, curriculum, and careers, and thus a strong complement to other majors. Given that background, we felt it appropriate to shift to a minor. The minor retains the core intellectual content of international business and couples this with interesting and related coursework. Whereas the current IB curriculum is very broad, with numerous courses that have at best a tangential connection to international business, the proposed changes provide students with a deeper understanding of international business issues, and cross-border business activities, and enable students to build their ability to analyze such business relationships more effectively.

In programmatic terms, we would like to ensure that students have access to international business content to complement their existing studies in finance, accounting, supply chain management, marketing, and the like, rather than as a substitute for any of those areas. It is better to train students for the global economy in a more foundational discipline coupled with international context and theory, rather than to argue that 'management – international business' is a distinct specialty. Placement experience supports this point of view, as such an approach should also be more marketable for students. As reviewed in Appendix C, the placement of our students with the IB concentration has not involved IB-specific expertise; and domestic students have not been placed overseas.

Creating IB as a minor also alleviates a constraint within Gies. The College allows students only two majors, but does not constrain minors. We find many students have interest in international business to the point of taking a few courses, but the students do not consider the concentration in IB due to their lacking interest in some of the ancillary coursework that the management major now requires. Also, the specific and popular combination of finance major plus accounting major makes the major in Management – IB impossible. By streamlining the focus of the intellectual material to purely international business, and by adopting the philosophical change that the minor is a complement to existing disciplinary capabilities, we enable students to add a transcriptable credential beyond current offerings. Appendix D reports the results of two surveys of existing students where we asked for their opinions: we found a majority in favor of the minor approach.

With these principles in mind, a few specific changes exist in the new minor, relative to the existing concentration. First, to accommodate growing interest in global supply chains, a course (BADM 338) is added in this field. Second, courses historically taught as topics courses (BADM 395) are now integrated into the permanent curriculum under the class rubric of BADM 383: Topics in International Business (please see Appendices G1-G3 for sample syllabi). Third, given that students must no longer claim a degree in management, a host of non-IB courses have been removed from those in the 'Major in Management, International Business Concentration'. The current major curriculum is listed in Appendix B. Please note how only 3 of the 7 required courses actually involved international business. While coursework in Managing IT, Decision Models, and the like are relevant for a management major, such coursework is not relevant for a focused minor in international business. Please also see the proposed curriculum for the IB minor listed in Appendix A. Fourth, we have added an optional language credit to encourage learning about other cultures and languages for those interested in international business. Appendix F also attaches an affirmation from the Spanish Department that permits this listing. The faculty believe strongly that this curriculum reflects the intellectual core of the IB field: namely, global economy, the multinational corporation, international marketing, and international supply chains.

Key constituencies have offered encouraging support. First, surveys of the students are reported in Appendix D. Existing students strongly support the presence of a minor over a major and the flexibility that a minor would offer to their studies, interests, and degree. We also reasonably expect students not currently considering the concentration in IB (most notably, those students in accounting and finance) to add this minor to their consideration set due to its now-streamlined requirements. Second, Business Career Services (BCS) is also supportive of this proposal. BCS notes that placement of existing management-IB majors in those types of roles is difficult. Appendix C lists all recent graduates within the IB-management concentration. Virtually none of these job placements involve a dominant international component, and no domestic student was placed overseas as an initial assignment.

In sum, the combination of a tighter intellectual focus, a streamlined credential, and heightened visibility should improve student interest, learning, and placement. With this new minor, our faculty seeks to build a high-quality, rigorous program that enhances the real-world impact and employability of our students by exposing them to the relevant cross-border business theories, issues and topics. Also we seek to enhance the reputation of our undergraduate majors, which is critical for our College's larger goal of improving its undergraduate ranking.

**Is this program interdisciplinary?**

No

**Corresponding Program(s):**

**Corresponding Program(s)**

Management, BS

**Academic Level**

Undergraduate

**Is This a Teacher Certification Program?**

No

**Will specialized accreditation be sought for this program?**

No

## **Enrollment**

**Describe how this revision will impact enrollment and degrees awarded.**

N/A

## **Delivery Method**

**Is this program available on campus and online?**

No

**This program is available:**

On Campus

## **Budget**

**Are there budgetary implications for this revision?**

No

**Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?**

No

## Resource Implications

Facilities

**Will the program require new or additional facilities or significant improvements to already existing facilities?**

No

Technology

**Will the program need additional technology beyond what is currently available for the unit?**

No

Non-Technical Resources

**Will the program require additional supplies, services or equipment (non-technical)?**

No

## Resources

Faculty Resources

**Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.**

None

Library Resources

**Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.**

None

Instructional Resources

**Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?**

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects impacted by the creation/revision of this program?

No

## Financial Resources

How does the unit intend to financially support this proposal?

N/A

Will the unit need to seek campus or other external resources?

No

## Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

Migration

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

## Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

Attach a side-by-side comparison with the existing program AND, if the revision references or adds "chose-from" lists of courses students can select from to fulfill requirements, a listing of these courses, including the course rubric, number, title, and number of credit hours.

Catalog Page Text

## Statement for Programs of Study Catalog

Code	Title	Hours
<b>Required Courses</b>		
BADM 311	Leading Individuals and Teams (Prerequisite:BADM 310)	3
BADM 312	Designing and Managing Orgs (Prerequisite:BADM 310)	3
BADM 313	Strategic Human Resource Management (Prerequisite:BADM 310)	3
BADM 314	Leading Negotiations	3
BADM 199	Undergraduate Open Seminar (Section AL1 or AL2 Business in Action)	3
<b>Select from the following Major Electives:</b>		9
BADM 329	New Product Development (Prerequisite:BADM 320)	
BADM 340	Ethical Dilemmas of Business	
BADM 350	IT for Networked Organizations	
BADM 353	Info Sys Analysis and Design (Prerequisite:BADM 350)	
BADM 375	Operations Management	
BADM 377	Project Management	
BADM 378	Logistics Management	
BADM 380	International Business	
BADM 381	Multinational Management	
BADM 403	Corporate & Commercial Law	
BADM 445	Small Business Consulting	
BADM 446	Entrepreneurship: New Venture Creation	
Total Hours		24

## EP Documentation

## DMI Documentation

### Banner/Codebook Name

General Management

### Program Code:

5075

### Conc Code

5075

### Program Reviewer Comments

**Kathy Martensen (kmartens)** (Fri, 17 Jan 2020 22:38:07 GMT):Rollback: Add the brief description/justification from program key 949 into the this proposal.

Key: 590