10KS9875MBAU: BUSINESS ADMINISTRATION, MBA - ONLINE (IMBA)

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; bfulton@illinois.edu)
3. 1902 Head (cotnes@illinois.edu)
4. KM Grad Committee Chair (jloew@illinois.edu; wbe@illinois.edu)
5. KM Committee Chair (josephm@illinois.edu)
6. KM Dean (peecher@illinois.edu; mlschltz@illinois.edu)
7. University Librarian (jpwilkin@illinois.edu)
8. Grad_College (agrindly@illinois.edu; jch@illinois.edu; lowry@illinois.edu)
9. Provost (kmartens@illinois.edu)
10. Senate EPC (bjlehman@illinois.edu; moorhouz@illinois.edu; kmartens@illinois.edu)
11. Senate (jtempel@illinois.edu)
12. U Senate Conf (none)
13. Board of Trustees (none)
14. IBHE (none)
15. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

Approval Path
1. Fri, 30 Oct 2020 19:31:56 GMT
   Deb Forgacs (dforgacs): Approved for U Program Review
2. Fri, 30 Oct 2020 19:32:30 GMT
   Brian Fulton (bfulton): Approved for 1902 Committee Chair
3. Fri, 30 Oct 2020 19:41:34 GMT
   Cele Otnes (cotnes): Approved for 1902 Head
   Brooke Elliott (wbe): Approved for KM Grad Committee Chair
5. Tue, 17 Nov 2020 16:08:52 GMT
   Joseph Mahoney (josephm): Approved for KM Committee Chair
   Mark Pecher (peecher): Approved for KM Dean
7. Wed, 02 Dec 2020 16:33:55 GMT
   John Wilkin (jpwilkin): Approved for University Librarian
8. Thu, 10 Dec 2020 20:05:36 GMT
   Allison McKinney (agrindly): Approved for Grad_College
9. Thu, 10 Dec 2020 23:12:28 GMT
   Kathy Martensen (kmartens): Approved for Provost

History
1. Aug 3, 2019 by Mary Lowry (lowry)
2. Sep 26, 2019 by Mary Lowry (lowry)

Date Submitted: Thu, 29 Oct 2020 21:28:48 GMT

Viewing: 10KS9875MBAU: Business Administration, MBA - Online (iMBA)
Changes proposed by: Whitney Smith

Proposal Type

Proposal Type:

Major (ex. Special Education)
This proposal is for a:
Revision

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

Change from two required focus area specializations to one focus area specialization plus elective courses to provide more flexibility to students.

EP Control Number

EP:21.054

Official Program Name

Business Administration, MBA - Online (iMBA)

Effective Catalog Term

Spring 2021

Sponsor College

Gies College of Business

Sponsor Department

Business Administration

Sponsor Name

W. Brooke Elliott; Jeff Loewenstein

Sponsor Email

wbe@illinois.edu; jloew@illinois.edu

College Contact

Whitney Smith

College Contact Email

wsmith42@illinois.edu
Program Description and Justification

Justification for proposal change:
This change will allow students to create a more customizable path in their degree program. Instead of requiring two pre-determined focus areas, students will be required to take one focus area specialization and either either an additional focus area specialization or 12-credit hours from a list of approved iMBA courses.

Corresponding Degree
MBA Master of Business Administration

Is this program interdisciplinary?
No

Academic Level
Graduate

Will you admit to the concentration directly?
No

Is a concentration required for graduation?
No

CIP Code
520201 - Business Administration and Management, General.

Is This a Teacher Certification Program?
No

Will specialized accreditation be sought for this program?
No

Admission Requirements

Desired Effective Admissions Term
Spring 2021

Is this revision a change to the admission status of the program?
No
**Enrollment**

Describe how this revision will impact enrollment and degrees awarded.

We do not expect the change to impact enrollment.

**Estimated Annual Number of Degrees Awarded**

**Year One Estimate**
admin migration

**5th Year Estimate (or when fully implemented)**
admin migration

**What is the matriculation term for this program?**
Fall

**What is the typical time to completion of this program?**
2-3 years

**What are the minimum Total Credit Hours required for this program?**
72

**Delivery Method**

**Is this program available on campus and online?**
No

**This program is available:**
Online Only

**Describe the use of this delivery method:**
Online only.

**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

For each of these items, be sure to include in the response if the proposed new program or change will result in replacement of another program(s). If so, which program(s), what is the anticipated impact on faculty, students, and instructional resources? Please attach any letters of support/acknowledgement from faculty, students, and/or other impacted units as appropriate.

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.

No additional faculty resources will be necessary as the courses already exist.

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.

There will be no impact.
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 the program include other courses/subjects impacted by the creation/revision of this program?
No

Financial Resources

Will the unit need to seek campus or other external resources?
No

Are you seeking a change in the tuition rate or differential for this program?
No

Is this program requesting self-supporting status?
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).

Learning objectives:
1. Understand the core business functions and the foundational skills needed to integrate these functions into an organization.
2. Demonstrate critical thinking, employing appropriate analytical models and apply reasoning to evaluate evidence, select among alternatives, and generate creative options.
3. Determine the effectiveness with which goals are defined and achieved in team environments, assess the contributions made by themselves as well as by their peers within those environments, and to identify and resolve conflicts.

These learning objectives will continue to be assessed in alignment with the campus and college AACSB accreditation plans.

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.

Revised programs
iMBA Proposed Course Structure 10-12-2020.xlsx

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

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 508</td>
<td>Leadership and Teams</td>
<td>4</td>
</tr>
<tr>
<td>BADM 509</td>
<td>Managing Organizations</td>
<td>4</td>
</tr>
<tr>
<td>BADM 520</td>
<td>Marketing Management</td>
<td>4</td>
</tr>
<tr>
<td>BADM 544</td>
<td>Strategic Management</td>
<td>4</td>
</tr>
<tr>
<td>BADM 567</td>
<td>Process Management</td>
<td>4</td>
</tr>
<tr>
<td>BADM 572</td>
<td>Stat for Mgt Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>ACCY 500</td>
<td>Accounting Measurement, Reporting, and Control</td>
<td>4</td>
</tr>
<tr>
<td>ACCY 503</td>
<td>Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>FIN 511</td>
<td>Investments</td>
<td>4</td>
</tr>
<tr>
<td>FIN 520</td>
<td>Financial Management</td>
<td>4</td>
</tr>
<tr>
<td>ECON 528</td>
<td>Microeconomics for Business</td>
<td>4</td>
</tr>
<tr>
<td>ECON 529</td>
<td>Macroeconomics for Business</td>
<td>4</td>
</tr>
</tbody>
</table>

Complete two of the following Focus Areas 24

Complete one of the following Focus Areas 12

Digital Marketing
- MBA 541 Marketing in a Digital World
- MBA 542 Digital Marketing Analytics
- MBA 543 Digital Media & Marketing
- MBA 544 Marketing in an Analog World
- MBA 590 Specialization Capstone

Global Challenges in Business
- MBA 546 Global Business Horizons
- MBA 547 Global Impact: Cultural Psychology & Business Ethics
- MBA 548 Global Strategy
- MBA 590 Specialization Capstone

Entrepreneurship & Strategic Innovation
- MBA 551 Strategic Innovation
- MBA 552 Fostering Creative Thinking
- MBA 553 Entrepreneurship: From Startup to Growth
- MBA 590 Specialization Capstone

Data Insights to Business and Operational Excellence
Choose an additional Focus Area from the list above or 12 hours from the following courses:

- MBA 541: Marketing in a Digital World
- MBA 542: Digital Marketing Analytics
- MBA 543: Digital Media & Marketing
- MBA 544: Marketing in an Analog World
- MBA 546: Global Business Horizons
- MBA 547: Global Impact: Cultural Psychology & Business Ethics
- MBA 548: Global Strategy
- MBA 551: Strategic Innovation
- MBA 552: Fostering Creative Thinking
- MBA 553: Entrepreneurship: From Startup to Growth
- MBA 561: Introduction to Business Analytics with R
- MBA 562: Introduction to Business Analytics: Communicating with Data
- MBA 563: Data Toolkit: Business Data Modeling & Predictive Analytics
- MBA 564: Applying Analytics Across Business Functions
- BADM 589: Project Management

MBA 591: Program Capstone

Total hours: 72

Other Requirements (may overlap)

Complete any two specialization capstones (MBA 590) plus an integrated capstone final project (MBA 591)

Complete any two core or focus area specialization capstones (MBA 590) plus an integrated capstone final project (MBA 591)

The prescribed courses may only be used to satisfy the requirements of one specialization.

Course substitutions may be approved by the Department of Business Administration.

Minimum Hours Required Within the Unit: 72
Minimum 500-level Hours Required Overall: 72
Minimum GPA: 2.75

EP Documentation

DMI Documentation

Banner/Codebook Name

MBA: iMBA Online - UIUC

Program Code:

10KS9875MBAU
Degree Code
MBA

Major Code
9875

Key: 596
<table>
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<td>BADM 508 Leadership and Teams</td>
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Complete two of the following Focus Areas:

| Digital Marketing | Digital Marketing |
| MBA 541 Marketing in a Digital World | MBA 541 Marketing in a Digital World |
| MBA 542 Digital Marketing Analytics | MBA 542 Digital Marketing Analytics |
| MBA 543 Digital Media & Marketing | MBA 543 Digital Media & Marketing |
| MBA 544 Marketing in an Analog World | MBA 544 Marketing in an Analog World |
| MBA 590 Specialization Capstone | MBA 590 Specialization Capstone |

Global Challenges in Business

| MBA 546 Global Business Horizons | MBA 546 Global Business Horizons |
| MBA 547 Global Impact: Cultural Psychology & Business Ethics | MBA 547 Global Impact: Cultural Psychology & Business Ethics |
| MBA 548 Global Strategy | MBA 548 Global Strategy |
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Entrepreneurship & Strategic Innovation

| MBA 551 Strategic Innovation | MBA 551 Strategic Innovation |
| MBA 552 Fostering Creative Thinking | MBA 552 Fostering Creative Thinking |
| MBA 553 Entrepreneurship: From Startup to Growth | MBA 553 Entrepreneurship: From Startup to Growth |
| MBA 590 Specialization Capstone | MBA 590 Specialization Capstone |

Data Insights to Business and Operational Excellence

| MBA 561 Introduction to Business Analytics: Data and the Firm | MBA 561 Introduction to Business Analytics: Data and the Firm |
| MBA 562 Introduction to Business Analytics: Communicating with Data | MBA 562 Introduction to Business Analytics: Communicating with Data |
| MBA 564 Applying Analytics Across Business Functions | MBA 564 Applying Analytics Across Business Functions |
| MBA 590 Specialization Capstone | MBA 590 Specialization Capstone |

Complete any two specialization capstones (MBA 590) plus an integrated capstone final project (MBA 591) or Complete any two core or focus area specialization capstones (MBA 590) plus an integrated capstone final project (MBA 591)

MBA 591 Program Capstone | MBA 591 Program Capstone |

Total hours 72 Total hours 72

Other Requirements (may overlap)

Grad Other Degree Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
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<td>MBA 591 Program Capstone</td>
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Minimum Hours Required 72 Minimum Hours Required 72
Minimum 500-level Hi 72 Minimum 500-level Hi 72
Minimum GPA: 2.75 Minimum GPA: 2.75