

PROPOSAL TO THE SENATE COMMITTEE ON EDUCATIONAL POLICY

TITLE OF THE PROPOSAL: Creation of Majors in Business Administration

SPONSOR: Huseyin Leblebici, Head of Business Administration Department
Avijit Ghosh, Dean of College of Business

BRIEF DESCRIPTION: To replace the existing concentrations in the Department of Business Administration with a set of majors within the existing departmental structure. Presently, the Department of Business Administration offers the following concentration within the Business Administration Major:

- Marketing
- Organizational Administration
- Management Information Systems
- Production
- Management Science
- Industrial Distribution Management (IDM) (Application Required)
- Entrepreneurship
- Food and Agribusiness Management

These eight concentration areas are reorganized under five BS Majors in the following fashion:

Major in Marketing

- General Marketing (concentration)
- Food and Agribusiness Management (concentration)

Major in General Management

- General Management (concentration)
- Entrepreneurship (concentration)
- International Business (concentration)

Major in Business Process Management

Major in Information Systems and Information Technology

Major in Supply Chain Management (New name for IDM) (Application required)

JUSTIFICATION:

When the Department of Business Administration was formed in late 1960s, it combined various academic fields in business. In the last forty years, however, each of these sub fields became independent academic disciplines with their own unique teaching and research agenda. As the attached appendices show, all other universities in Illinois that started their business programs later instituted a variety of majors that reflect this development (Appendix A1-A2). Only UIUC

campus maintained one single major called Business Administration. Similarly, other peer institutions that we regularly compete for faculty, students, and potential employers have expanded their list of majors to accommodate the changing needs of the business world (Appendix B1-B2).

Two BA concentrations, Production and Food & Agr. Business, are eliminated for the following reasons: First, in the last five years only an average of 3 students (out of approximately 900 BA students each year) selected each of these areas. Second, the Department of Agricultural and Consumer Economics have redesigned their major so that it equips students for careers in many areas of business and consumer affairs that covers subjects in applied economics, management, and law. Thus, we did not want to duplicate an already existing major in another college. For the concentration in Production, we now include most of the courses within the new major called Process Management.

The reorganization of majors and concentrations will greatly benefit students as well as our recruiters. Students often confuse or commingle their major and are disappointed when they learn their concentration is not their major. Similarly, our recruiters think that we do not offer degrees in major areas of business and consider the number of core courses our students take as insufficient. This situation even reflects itself negatively in program rankings because we appear to be lacking majors in the critical areas of business education. This proposal will remedy this situation, help individual students to take more specialized courses in their majors, and provide a more accurate representation of our students' programs.

BUDGETARY AND STAFF IMPLICATIONS: None.

GUIDELINES FOR UNDERGRADUATE EDUCATION:

- a. Additional staff and dollars needed: None
- b. Internal reallocations: None.
- c. Effect on course enrollment in other departments and explanations of discussions with representatives of those departments: None.
- d. Impact on library, computer use, laboratory use, equipment, etc.: None

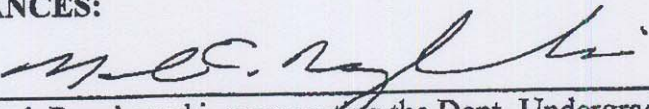
Attachments:

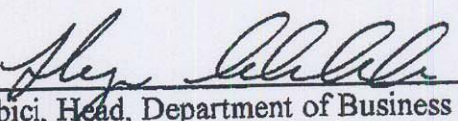
Revised Curriculum for Department of Business Administration, November 16, 2004

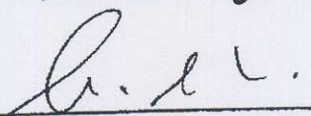
- APPENDIX A1 Business Majors at Other Public Universities in Illinois that are Approved by IBHE
- APPENDIX A2 Summary of Business Majors in Public Universities in Illinois
- APPENDIX B1 Organization of Business Majors in other Peer Institutions
- APPENDIX B2 Summary Table of the business majors in peer institutions

Appendices are available for review
in the Senate Office.

CLEARANCES:

Sponsor:  **Date:** 4-6-05
Mark Roszkowski, representing the Dept. Undergraduate Studies Committee

Department Head:  **Date:** 4-06-05
Huseyin Leblebici, Head, Department of Business Administration

Dean:  **Date:** 4-06-05
Avijit Ghosh, Dean, College of Business

STATEMENT FOR PROGRAMS OF STUDY CATALOG

Programs of Study: Undergraduate
University of Illinois at Urbana-Champaign

Curriculum in Business Administration
www.business.uiuc.edu/ba

For the Degree of Bachelor of Science

The Department of Business Administration offers five undergraduate majors: management, marketing, business process management, information systems and information technology, and supply chain management.

The major in management consists of three concentrations: General Management, Entrepreneurship, and International Business. The General Management concentration provides students an opportunity to explore a large number of managerial topics, and provides them the flexibility to specifically tailor the major to individual needs and interests. Entrepreneurship studies how business opportunities are identified and exploited to create wealth. The concentration is intended for students who are interested in new venture creation; some graduates will work within existing organizations while others will found new organizations. International Business concentration with Management Major is designed to provide students with the sound understanding of international business principles and the managerial issues faced by multinational companies that are essential for success in today's global economy. Students who select international business concentration will be able to focus on political, cultural, and institutional differences among nations through courses offered across the university.

The marketing major studies those business activities directly related to the process of placing meaningful assortments of goods and services in the hands of the consumer. The marketing student is concerned with the efficient performance of marketing activities and with their effective coordination with the other operations of the firm.

The business process management major studies the management of decision rules, policies, and procedures that specify how a process should be designed and operated and how resources should be allocated to the network of activities that transform inputs into outputs. The major prepares students for careers as consultants or as operations managers of either manufacturing or service firms.

The information systems and information technology major provides students the skills necessary to understand and manage information, information technology development, systems analysis, e-business management, and electronic commerce.

The supply chain management major studies the movement of materials from their procurement as raw material, parts, or components through the manufacturing or processing sector to marketing and distribution of end products for industrial or commercial users.

Requirements for the degrees are:

Major in Management

Majors in Management must choose one of three concentrations totaling 27 hours: General Management, Entrepreneurship, and International Business.

The following four courses are taken by all Management majors:

Hours	Course	
3	PSYC 201	Introduction to Social Psychology
3	BADM 350	Information Technology for Networked Organizations
3	BADM 374	Management Decision Models
3	BADM 375	Business Process Management

Students concentrating in General Management take the following additional courses:

3	BADM 311	Individual Behavior in Organizations
3	BADM 312	Organizational Design and Environment
3	BADM 313	Human Resource Management
6	Choose two of the following:	

BADM 329	New Product Development
BADM 353	Information Systems Design and Management
BADM 377	Project Management
BADM 378	Logistics Management
BADM 380	International Business
BADM 403	Principles of Business Law
BADM 446	Entrepreneurship: Small Business Formation

Students concentrating in Entrepreneurship take the following additional courses:

3	BADM 311	Individual Behavior in Organizations
3	BADM 445	Small Business Consulting
3	BADM 446	Entrepreneurship: Small Business Formation
3	FIN 423	Financing Emerging Businesses
3	Choose one of the following:	
	BADM 312	Organizational Design and Environment
	BADM 447	Legal Strategies for the Entrepreneurial Firm
	BADM 403	Principles of Business Law

Students concentrating in International Business take the following additional courses:

3	BADM 380	International Business
3	BADM 381	Multinational Management
3	BADM 382	International Marketing
3	Choose one of the following:	
	ACE 485	International Trade in Food and Agriculture
	ECON 420	International Economics
	ECON 451	Transitional Economies
	FIN 451	International Financial Markets
	PSYCH 373	Cross-cultural Psychology
	SOC 364	Impacts of Globalization
3	Choose one of the following:	
	ECON 356	The Economy of China
	ECON 422	The European Economies
	ECON 452	The Latin American Economies
	PS 385	Politics of European Union
	SOC 365	Contemporary Korean Society
	SOC 366	Postsocialism Eastern Europe

Major in Marketing

Hours	Course
3	BADM 322 Marketing Research
3	BADM 325 Consumer Behavior
3	BADM 350 Information Technology for Networked Organizations
3	BADM 375 Business Process Management
3	BADM 420 Advanced Marketing Management
6	Choose two of the following: BADM 321 Principles of Retailing BADM 323 Marketing Communications BADM 324 Purchasing and Supply Chain Management BADM 326 Pricing Policies BADM 327 Marketing to Business and Government BADM 328 Business-to-Business Selling BADM 329 New Product Development BADM 378 Logistics Management BADM 382 International Marketing
6	Choose two other courses from the above list and the courses below: PSYCH 201 Introduction to Social Psychology BADM 311 Individual Behavior in Organizations BADM 312 Organizational Design and Environment BADM 374 Management Decision Models BADM 403 Principles of Business Law

Major in Business Process Management

Hours	Course
3	PSYC 201 Introduction to Social Psychology
3	Choose one of the following: BADM 311 Individual Behavior in Organizations BADM 312 Organizational Design and Environment
3	BADM 350 Information Technology for Networked Organizations
3	BADM 374 Management Decision Models
3	BADM 375 Business Process Management
3	BADM 376 Enterprise Process Integration and Dynamics
3	BADM 378 Logistics Management
6	Choose two of the following: BADM 312 Organizational Design and Environment BADM 329 New Product Development BADM 353 Information Systems Design and Management BADM 377 Project Management BADM 445 Small Business Consulting I E 330 Industrial Quality Control MFGE 420 Decision-Making and Control Applications in Manufacturing MFGE 450 Information Management for Manufacturing Systems

Major in Information Systems and Information Technology

Hours	Course	
3	PSYC 201	Introduction to Social Psychology
3	BADM 350	Information Technology for Networked Organizations
3	BADM 374	Management Decision Models
3	BADM 375	Business Process Management
3	Choose one of the following:	
	BADM 311	Individual Behavior in Organizations
	BADM 312	Organizational Design and Environment
12	Choose four of the following:	
	BADM 352	Database Design and Management
	BADM 353	Information Systems Analysis and Design
	BADM 354	Management of Data Communications
	BADM 432	Introduction to Management Information Systems
	BADM 453	Decision Support Systems
	BADM 454	Enterprise Computing Management
	BADM 459	Management Information and Control Systems

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Hours	Course	
3	BADM 324	Purchasing and Supply Chain Management
3	BADM 327	Marketing to Business and Government
3	BADM 350	Information Technology for Networked Organizations
3	BADM 375	Business Process Management
3	BADM 378	Logistics Management
3	BADM 394PD	Basics of Supply Chain Management
3	BADM 394	Practicum in Supply Chain Management
3	BADM 395	Advanced Topics in Supply Chain Management**
3	Choose one of the following:	
	BADM 322	Marketing Research
	BADM 328	Business-to-Business Selling
	BADM 352	Database Design and Management
	BADM 374	Management Decision Models
	BADM 376	Enterprise Process Integration and Dynamics

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*Students are required to complete an internship to graduate with this major.

**Internship must be completed prior to taking this course and a report on the internship must be submitted.

Note – Course title and content will be changed for BADM 394PD, BADM 394, BADM 395.

Multiple Majors within the Department of Business Administration

In the course of fulfilling their degree requirements, students may complete the minimum requirements for a second major within the Department of Business Administration Curriculum.

Some restrictions apply:

- A course cannot count toward requirements of more than two programs (majors, minors, or double degrees).
- Students desiring to complete an additional (second) major must earn at least 12 hours of distinct, advanced level course work in the major discipline. Students who wish to complete a minor must earn at least 6 hours of distinct, advanced course work in the minor.
- Students in Business Administration Curriculum may declare their intent to complete multiple majors in BADM simply by notifying the College of Business Undergraduate Affairs office; Secure the appropriate forms and meet with an advisor.

EFFECTIVE DATE: Earliest possible date (Fall 2007 if possible)