

Report of the University Curriculum Committee
March 11, 2011

The University Curriculum Committee recommends approval of the following:

1. Change in Curriculum

Mays Business School

B.B.A. in Business Honors

Department of Accounting

B.B.A. in Accounting

Department of Finance

B.B.A. in Finance

Department of Information and Operations Management

B.B.A. in Information and Operations Management

Management Information Systems Track

Supply Chain Management Track

Department of Management

B.B.A. in Management

Department of Marketing

B.B.A. in Marketing

2. Other Business

Recommended University Curriculum Committee (UCC) changes to the Faculty Senate Bylaws.

CHANGE IN CURRICULUM

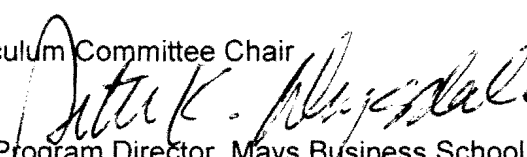


Peter K. Drysdale
Director

March 10, 2011

MEMORANDUM

TO: Robert Knight
University Curriculum Committee Chair

FROM: Peter Drysdale 
Undergraduate Program Director, Mays Business School

SUBJECT: Catalog 201131 Proposed Changes to BBA Curricula
Resulting from Discontinuation of BUSN 205

Severe budget cuts resulted in the termination of many non-tenure track faculty across the university. At Mays, the unique consequence of these cuts was the discontinuation of a specific course that was instructed almost exclusively by faculty whose contracts will not be renewed. The course, BUSN 205 Integrated Work Life Competencies, was a lower level Common Body of Knowledge course and one of two writing designated "W" courses in each BBA curriculum.

Each department has adjusted its BBA curriculum to replace BUSN 205 credit hours in a way that has no effect on any other department, neither within the business school nor in other colleges. We submitted catalog changes to reflect the new curriculum requirements. When the submissions were returned to us on Tuesday, we were informed that because they lacked approval from the University Curriculum Committee, they could not be changed in the 201131 catalog.

Attached please find copies of the proposed new catalog submission for the BBA curricula for the following degree plans:

- BBA – Accounting
- BBA – Business Honors
- BBA – Finance
- BBA – Information & Operations Management – MIS Track
- BBA – Information & Operations Management – Supply Chain Management Track
- BBA – Management
- BBA – Marketing

UNDERGRADUATE PROGRAM

March 10, 2010
Page 2

We respectfully request that the University Curriculum Committee review and approve these changes. If you have specific questions on any of the outlined changes, please speak with Dr. Linda Windle, Associate Director, 2-3872.

It is my understanding that Dr. Pamela Matthews is writing you separately to confirm her awareness of the issue and, like me, to assure you that we had no intention to bypass a required process. If we had known that the procedures outlined in a July 12, 2010 Martyn Gunn memorandum were in place, we would have dutifully followed said procedures. We also are addressing the issue of consistent representation from Mays on the UCC.

Thank you for your consideration.

PKD

Attachments

cc: Dr. Pamela Matthews (with attachments)
Dr. Martha Loudder
Dr. Linda Windle

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Bachelor of Business Administration

The degree of Bachelor of Business Administration is offered in these seven majors: accounting, business honors, finance, management, management information systems, marketing, and supply chain management. Each requires a minimum of 120 semester credit hours of study. The student elects one of these as a "major," but is also required to study fundamental theory and procedure in each of the basic business functions. In addition, the student takes courses essential to a general liberal education.

The following is a representation of the curriculum requirements by department. Note: The management information systems and supply chain management majors are in the Department of Information and Operations Management.

	Accounting	Business Honors	Finance	Information and Operations Management	Management	Marketing
Common Body of Knowledge	6 hours	6 hours	6 hours	6 hours	6 hours	6 hours
Courses required in major, not included in core	20 18	24 22	19 18	24 22	21	27 25
General electives	12	11	17	16	18	8
Other required courses:						
Accounting	—	—	9	—	—	—
Behavioral sciences	3	3	3	3	3*	3*
Business law	3	—	—	—	—	—
Natural sciences	8	8	8	8	8	8
U.S. history and political science	12	12	12	12	12	12
Humanities	3	3	3	3	3	3
Visual and performing arts	3	3	3	3	3	3
International	6**	6**	6**	6**	6**	6**
English and speech	6	6	6	6	6	6
Mathematics	6	6	6	6	6	6
Information and operations management	—	—	—	—	3	—
Economics	—	—	—	—	3	—
Physical activity	2	2	2	2	2	2
Total	120	120	120	120	120	120

* Management and Marketing majors must take PSYC 107, Introduction to Psychology.

** Selected from a list of approved international electives for business students. In the B.B.A. curricula, the 6 hours of approved international elective courses simultaneously fulfill the University's International and Cultural Diversity Core Curriculum requirement. Management majors must take MGMT 450, International Environment of Business.

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Curriculum in Business (Lower-Level)

FRESHMAN YEAR*

First Semester	(Th-Pz)	Cr	Second Semester	(Th-Pz)	Cr
ENGL 104 Comp. and Rhetoric.....	(3-0)	3	MATH 142 Business Math. II ¹	(3-0)	3
MATH 141 Business Math. I ¹	(3-0)	3	American history elective ^{2,4}		3
American history elective ^{2,4}		3	Humanities elective ⁴		3
Behavioral science elective ³		3	Natural sciences elective ²		4
Natural sciences elective ⁴		4	**KINE 196 Health and Fitness Activity.....	(0-2)	1
		<u>16</u>			<u>14</u>

SOPHOMORE YEAR*

ACCT 229 Introductory Accounting.....	(3-0)	3	ACCT 230 Introductory Accounting.....	(3-0)	3
COMM 203 Public Speaking.....	(3-0)	3	BUSN 205 Int. Worklife Competencies⁶.....		3
ECON 202 Principles of Economics.....	(3-0)	3	ECON 203 Principles of Economics.....	(3-0)	3
INFO 210 Fundamentals of Information Systems.....	(3-0)	3	MGMT 211 Legal and Social Envir. of Business.....	(3-0)	3
POLS 206 American National Govt. ⁴	(3-0)	3	POLS 207 State and Local Govt. ⁴	(3-0)	3
		<u>15</u>	**KINE 199 Required Physical Activity ^{5/6}	(0-2)	1
			Visual and Performing Arts elective ⁶		1

NOTES: A. BUAD students intending to major in Management Information Systems must add INFO 250 Business Programming Logic and Design (3 credits) to sophomore year curriculum in Business (lower level).
 B. BUAD students admitted to Business Honors must add BUSN 125 Business Learning Community I (3 credits) to the freshman year curriculum and (2) BUSN 205 Integrated Worklife Competencies (3 credits) to the sophomore year curriculum in Business (lower-level).

Management Information Systems

Business Honors:

and (2) BUSN 205 Integrated Worklife Competencies (3 credits) to the sophomore year curriculum in Business (lower-level)

* See Upper-Level Entry into accounting, business honors, finance, management, management information systems, marketing and supply chain management (B.B.A.) on page 309.
 ** See page 21.
 See footnotes on page 320.

1. See Rev

The objectives of the Professional Program include developing sound conceptual, technical, analytical and communication skills that are required for success in the accounting profession. The program develops decision making and teamwork skills through extensive use of discussions and case studies. The program enables the student to select a specialization in assurance services/information management, information systems, financial management, marketing, entrepreneurship, or taxation. Each track offers the student an opportunity to participate in a professional accounting internship.

The department also offers a traditional Master's Program (M.S. in Accounting) that students enter after completion of the Bachelor's degree. For more details about the Professional Program or the Master's Program, refer to the Texas A&M University Graduate Catalog or contact the director of the Professional Program in the Department of Accounting.

(See Freshman and Sophomore Years)

JUNIOR YEAR*

First Semester	(Th-Pr)	Cr	Second Semester	(Th-Pr)	Cr
ACCT 327 Financial Reporting I.....	(3-0)	3	ACCT 328 Financial Reporting II.....	(3-0)	3
FINC 341 Business Finance.....	(3-0)	3	ACCT 329 Cost Accounting.....	(3-0)	3
INFO 303 Statistical Methods.....	(3-0)	3	INFO 364 Operations Management.....	(3-0)	3
MKTG 321 Marketing.....	(3-0)	3	MGMT 363 The Management Process.....	(3-0)	3
International elective ⁸		3	International and performing arts elective⁸		3
		<u>15</u>	General electives⁷		<u>15</u>

SENIOR YEAR*

**** ACCT Impr. Accounting Comm Skills**

ACCT 405 Income Tax.....	(3-0)	3	ACCT 407 Auditing ¹⁶	(3-0)	3
ACCT 427 Acct. and Financ. Info. Systems....	(3-0)	3	MGMT 466 Strategic Management.....	(3-0)	3
MGMT 212 Business Law.....	(3-0)	3	International elective ⁸		3
General electives ⁷		3	**General electives ⁷		5
		<u>15</u>			<u>14</u>

*21
45*

NOTES: No more than 33 hours in accounting can be applied toward the undergraduate degree.
 See Department of Accounting advisors for more information on the requirements to sit for the CPA examination.
 Professional Program students will follow the degree plan coordinated by the Professional Program office.
⁷ See Upper-Level Entry into the accounting, business honors, finance, management, information systems management, marketing and supply chain management (B.B.A.) on page 349.
⁸ Professional Program students will substitute ACCT 320 and 321 to replace 5 hours of General electives.
¹⁶ See footnotes on page 320.

**** This course will be listed as ACCT 420 beginning Fall 2012.**

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Curriculum in Finance

The business enterprise must raise capital, use it to maximum advantage, and reward investors. Finance is the set of management challenges (and career opportunities) concerned with succeeding at these tasks.

Corporate

The finance major involves both required and elective courses in three areas. The area of ~~Managerial~~ Finance encompasses tools and techniques for valuing productive assets, choosing ways of funding them, and gauging financial success. In the area of Investments, theoretical and practical models help assess risks and rewards of stocks, bonds, derivatives, and other "financial assets" (individually and in portfolios), as well as the financial health of firms and institutions offering them to the investing public. The area of Markets and Institutions explores the ways in which bankers, brokers, and other financial institutions convert savings into productive capital.

Mays finance graduates with good academic records place well in all these areas, as well as in graduate and professional schools. They work in industry, on Wall Street, in major banking and consulting firms, and as wealth managers. Accordingly, the Department of Finance emphasizes scholarship in its faculty, professionalism in its programs, and innovation in its relationships with employers and mentors.

(See Freshman and Sophomore Years)

JUNIOR YEAR*

First Semester	(Th-Pr)	Cr	Second Semester	(Th-Pr)	Cr
FINC 341 Business Finance.....	(3-0)	3	FINC 321 Investment Analysis.....	(3-0)	3
INFO 303 Statistical Methods.....	(3-0)	3	FINC 454 Managerial Finance I.....	(3-0)	3
MGMT 363 The Management Process.....	(3-0)	3	FINC 460 Money and Capital Markets ^h	(3-0)	3
ACCT elective ^a		3	INFO 364 Operations Management.....	(3-0)	3
** FINC Professionalism Requirement¹⁶		3	ACCT elective ^h		3
					15

11/13

SENIOR YEAR*

MKTG 321 Marketing.....	(3-0)	3	MGMT 466 Strategic Management.....	(3-0)	3
ACCT or FINC elective ^{b, m}		3	FINC electives ^m		3
FINC elective ^m		3	FINC electives ^h		3
General elective ⁿ		3	General elective ⁿ		3
International elective ^o		3	International elective ^o		3
		15			16

4/16

NOTES: A. ACCT 315, Intermediate Accounting for Non-Accounting Majors I or ACCT 327, Financial Reporting I. Students interested in a double major (Finance and Accounting) must elect ACCT 327 and 328. Students must have a C or better in ACCT 327 before taking ACCT 328.
 B. ACCT 316, Intermediate Accounting for Non-Accounting Majors II or ACCT 328, Financial Reporting II or ACCT 329, Cost Accounting. Students must have completed ACCT 327 to elect ACCT 328. Students must have a C or better in ACCT 327 before taking ACCT 328.

* See Upper-Level Entry into accounting, business honors, finance, management, management, information systems, marketing and supply chain management (B.B.A.) on page 309.

See footnotes on page 328.

**** This course will be listed as FINC 350 beginning Fall 2012**

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Management Information Systems (MIS) Track

(See Freshman and Sophomore Years)

NOTE: INFO-MIS majors must add INFO 250 Business Programming Logic and Design (3 credits) to sophomore year curriculum in Business (lower-level) for a total of 34 credits in the sophomore year.

JUNIOR YEAR*

First Semester	(Th-Pr)	Cr	Second Semester	(Th-Pr)	Cr
INFO 303 Statistical Methods.....	(3-0)	3	MGMT 363 The Management Process.....	(3-0)	3
INFO 364 Operations Management.....	(3-0)	3	MKTG 321 Marketing.....	(3-0)	3
INFO-MIS Foundation course.....		3	INFO-MIS Foundation course.....		3
INFO-MIS Foundation course.....		3	INFO-MIS Directed elective ¹¹		3
International elective ⁸		3	Visual and performing arts elective⁹.....		3
		<u>15</u>			<u>13</u>

*****INFO INFO Business Comm I¹⁶...1**

SENIOR YEAR*

FINC 341 Business Finance.....	(3-0)	3	INFO 439 Management of Info. Systems ¹⁶		3
INFO-MIS Directed elective ¹¹		3	MGMT 466 Strategic Management.....	(3-0)	3
INFO-MIS Directed elective ¹¹		3	INFO-MIS Foundation course.....		3
General elective ⁷		3	International elective ⁸		3
		<u>31</u>			<u>13</u>

General elective 7

*****INFO INFO Business Comm II¹⁶...1**

* See Upper-Level Entry into accounting, business honors, finance, management, management information systems, marketing and supply chain management (B.B.A.) on page 309.
See footnotes on page 320.

Supply Chain Management (SUP) Track

(See Freshman and Sophomore Years)

JUNIOR YEAR*

FINC 341 Business Finance.....	(3-0)	3	MGMT 363 The Management Process.....	(3-0)	3
INFO 303 Statistical Methods.....	(3-0)	3	MKTG 321 Marketing.....	(3-0)	3
INFO 364 Operations Management.....	(3-0)	3	INFO-SUP Foundation course.....		3
INFO-SUP Foundation course.....		3	INFO-SUP Directed elective ¹¹		3
International elective ⁸		3	International elective ⁸		3
		<u>15</u>			<u>16</u>

*****INFO INFO Business Comm I¹⁶...1**

SENIOR YEAR*

INFO-SUP Foundation course.....		3	INFO 465 Information Technology for Supply Chain Management ¹⁶	(3-0)	3
INFO-SUP Foundation course.....		3	MGMT 466 Strategic Management.....	(3-0)	3
INFO-SUP Directed elective ¹¹		3	INFO-SUP Directed elective ¹¹		3
General elective ⁷		3	General elective ⁷		3
		<u>15</u>			<u>13</u>

General elective 7

*****INFO INFO Business Comm II¹⁶...1**

* See Upper-Level Entry into accounting, business honors, finance, management, management information systems, marketing and supply chain management (B.B.A.) on page 309.
See footnotes on page 320.

**** This course will be listed as INFO 300 beginning Fall 2012.**

***** This course will be listed as INFO 400 beginning Fall 2012.**

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Curriculum in Management

The B.B.A. in Management offers a broad range of career opportunities. A management student develops the skills and knowledge necessary to plan, organize, make decisions, communicate, and lead effectively in a variety of work settings. The management major provides the opportunity to acquire competencies in preparation for work in human resource management, entrepreneurship and small business, retail and services industries, non-profit and governmental entities, and global enterprises. Written and oral communication skills, teamwork abilities, and organization proficiencies are emphasized. Overall, the major affords the student maximum choice flexibility of jobs, organizations and industries, as well as provides a solid foundation for pursuing graduate studies in business, law, and a variety of other disciplines.

(See Freshman and Sophomore Years)

JUNIOR YEAR*

First Semester	(Th-Pr)	Cr	Second Semester	(Th-Pr)	Cr
ECON 322 Appl. Microecon. Theory			INFO 303 Int. Business Statistics.....	(3-0)	3
or			INFO 364 Operations Management.....	(3-0)	3
ECON 323 Microeconomic Theory.....	(3-0)	3	MGMT 375 Managing Human Resources ⁶ ...	(3-0)	3
INFO 303 Statistical Methods.....	(3-0)	3	MGMT 450 Int. Env. of Business ⁶	(3-0)	3
MGMT 363 The Management Process.....	(3-0)	3	Visual and performance arts elective ⁷		3
MKTG 321 Marketing.....	(3-0)	3	General Elective 7		15
International elective ⁸		3			
		<u>15</u>			

SENIOR YEAR*

FINC 341 Business Finance.....	(3-0)	3	MGMT 466 Strategic Management.....	(3-0)	3
MGMT 459 Negotiations.....	(3-0)	3	MGMT elective ¹²		3
MGMT elective ¹²		3	MGMT elective ¹²		3
MGMT elective ¹²		3	General electives ⁷		5
Business elective ⁹		3			14
		<u>15</u>			

* See Upper-Level Entry into accounting, business honors, finance, management, management information systems, marketing and supply chain management (B.B.A.) on page 309.

See footnotes on page 320.

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Curriculum in Marketing

Marketing involves developing goods and services to satisfy customers' needs and then making them available at the right places, at the right times and at competitive prices. Marketing also provides information to help customers decide whether specific goods and services will meet their needs.

Recent changes in social and economic systems have created new challenges for marketing professionals. Increasingly, they must focus on both domestic and global opportunities and the explosive changes that new technology brings. They must also be continually responsive to cultural differences, quality concerns and ethical issues.

A career path in marketing typically begins in an entry-level position in advertising, retailing, logistics and distribution, marketing research, personal selling, or product management. Opportunities are available in manufacturing, wholesale and retail, as well as nonprofit organizations such as universities, government agencies, relief agencies and charitable organizations.

Success in marketing requires understanding a number of fundamental concepts, principles, theories, tools and techniques. Courses are designed to help students acquire this knowledge and to develop competencies needed throughout a marketing career.

(See Freshman and Sophomore Years)

JUNIOR YEAR*

First Semester	(Th-Pt)	Cr	Second Semester	(Th-Pt)	Cr
FINC 341 Business Finance.....	(3-0)	3	INFO 364 Operations Management.....	(3-0)	3
INFO 343 Statistical Methods.....	(3-0)	3	MKTG 322 Consumer Behavior.....	(3-0)	3
MGMT 365 The Management Process.....	(3-0)	3	MKTG 323 Marketing Research.....	(3-0)	3
MKTG 321 Marketing.....	(3-0)	3	International elective ⁸		3
General elective ⁷		3	Business and performance arts elective⁶		3
		15	Marketing elective⁴		15

SENIOR YEAR*

MKTG elective ⁴		3	MGMT 466 Strategic Management.....	(3-0)	3
MKTG elective ⁴		3	MKTG 448 Marketing Management ⁶	(3-0)	3
MKTG elective ⁴		3	MKTG elective ⁴		3
General elective ⁷		3	Business elective⁴		3
International elective ⁸		3	General elective ⁷		2
		15	Marketing		14

* See Upper-Level Entry into accounting, business honors, finance, management, information systems management, marketing and supply chain management (B.B.A.) on page 30-1.

See footnotes on page 320.

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Notes for Preceding Curricula in Accounting, Business Honors, Finance, Information and Operations Management, Management, and Marketing

1. MATH 131, 151, 171 will be accepted in lieu of MATH 142. MATH 152, 166 and 172 will be accepted in lieu of MATH 141.
2. To be selected from any American history course.
3. To be chosen from the University Core Curriculum list of natural sciences in this catalog. Information on this requirement also is in the Undergraduate Program Office, Room 238, Wehner Building.
4. For those students under ROTC contract, see section on "Requirement in Political Science (Government) and History" in this catalog.
5. To be selected from a specific list of courses in anthropology, psychology, sociology and women's studies. Students majoring in management or marketing must take PSYC 107.
6. To be chosen from the University Core Curriculum list of humanities or visual and performing arts, respectively, in this catalog. Information on this requirement also is available in the Undergraduate Program Office, Room 238, Wehner Building.
7. Elective courses are open to any course offered for University credit and may be taken on a satisfactory/unsatisfactory basis.
8. Six hours required. Management majors must take MGMT/IBUS 450 as three of these required credit hours. A complete list of approved courses is available in the Undergraduate Program Office, Room 238, Wehner Building. In the B.B.A. curricula, the 6 hours of approved international elective courses simultaneously fulfill the University's International and Cultural Diversity Core Curriculum requirement.
9. Any 300- or 400-level accounting course except ACCT 315, 316, 327 and 328. Before enrolling in ACCT 489, students should consult with the finance department advisor.
10. Any finance course except FINC 201, 267, 309, 409, 478 and 484.
11. To be selected in consultation with an information and operations management academic advisor. A list of acceptable courses is available in the Undergraduate Program Office, Room 238, Wehner Building, or in the department academic advising office.
12. Any MGMT course except required MGMT courses and MGMT 105, 209, or 309.
13. Any 300- or 400-level business course (ACCT, FINC, IBUS, INFO, MKTG) except MGMT 300-499; FINC 309, 409, 341; IBUS 450, 452, 457; INFO 303, 305, 309, 364; MKTG 309, 409, 321, 484, 485.
14. Any MKTG course except required MKTG courses and MKTG 309, 409.
15. Any 300- or 400-level business course (ACCT, FINC, IBUS, INFO, MGMT) except MKTG 300-499; FINC 309, 409, 341; IBUS 401, 402, 403; INFO 303, 309, 364; MGMT 309, 363, 466.
16. Undergraduate business students must take two (2) specific writing-designated (W) courses in their major. This course is an approved W course. See your academic advisor for additional information.

At least one of these courses must be writing-designated (W).

ACCT 484, 485

484, 485

484, 485

484, 485

OTHER BUSINESS

N. Reporting Committees

1. The following committees shall have their membership determined by and shall report to the Faculty Senate:

- Committee on Emeritus Status
- Graduate Council
- Honors Program Advisory Committee
- Library Councils
- University Library Council
- Medical Sciences Library Council
- Rules and Regulations Committee
- Scholarship Committee
- Undergraduate Admissions Advisory Committee
- ~~University~~ **Undergraduate** Curriculum Committee
- International Programs Committee

Unless otherwise specified below:

All faculty members of these committees shall serve three-year terms and shall be appointed so that approximately one-third of the terms for members of each committee expires each year. Those serving on a committee as a result of their Texas A&M University position shall continue to serve as long as they are in that position. Student members shall serve one year terms.

Members of these committees shall be appointed by the Faculty Senate Committee on Committees after consultation with the appropriate deans and offices and upon approval of those selected by a majority vote of the Faculty Senate. If there is not at least one member of each committee reporting to the Faculty Senate who is a Faculty Senator, the Committee on Committees shall have the discretion to nominate an at-large member to serve on such committees.

Each of these committees shall elect, by its voting members, its own Chairperson and Vice Chairperson. Committees will hold an annual election for a chairperson.

The term off-campus academic unit shall refer to officially designated branch campuses.

h. ~~University~~ **Undergraduate** Curriculum Committee

- (1) Membership shall consist of one representative from each college and off-campus academic unit, who shall be selected by the Faculty Senate Committee on Committees after consultation with the college deans and caucuses (chairs of the college level curriculum committees shall be considered for appointment); two students [appointed by Student Government](#); **one representative of the University Library** and the Associate Provost ~~and the Executive Director of Admissions and Records~~ **for Undergraduate Studies** as Ex-Officio members.

All of the above members shall be voting members.

~~— One representative of the University Library Council and one of the Medical Sciences Library shall serve as non-voting members.~~

The ~~Director of Admissions or a designated representative~~ **Associate Director of Curricular Services or a designated representative** shall serve as secretary **but not have voting privileges.**

Additionally, a representative from the following committees shall also be appointed as Ex-Officio, non-voting members:

- **Core Curriculum Council**
- **Executive Committee of the Faculty Senate**
- **Graduate Council**
- **Writing and Communication Advisory Committee**

- (2) The Curriculum Committee shall review all proposed courses, changes, and programs at the undergraduate ~~and the medical professional levels~~ **level** and shall recommend appropriate policy to improve and develop the undergraduate academic ~~and the medical professional~~ programs.

- (3) The Curriculum Committee shall communicate in writing, through its secretary, its recommendations to the Faculty Senate, by way of the Executive Committee, ~~and simultaneously to the Academic Program Council.~~