

January 28, 2015

MEMORANDUM

TO: Dr. Ethlyn Williams, Chair
COB UG Council

FROM: Dr. Peggy Golden, Chair
Management Programs

SUBJECT: Update to management major concentrations

The Leadership and Applied Management Skills Concentration and the Entrepreneurship concentration currently consist of nine-credit concentrations within a 15-credit Management major. We propose expanding the concentrations to 15 credits each, which will increase the Management major to 21 credits. This is consistent with University and College goals to grow Leadership and Entrepreneurship programs here at FAU. Moreover, it is necessary in order to stay competitive with comparable programs at other schools. This does not extend the time to graduation because the 2 additional courses required for the major replace the 2 business electives in the curriculum.

Update to the Leadership and Applied Management Skills Concentration

Florida International University, for example, offers a 21-credit major in Management, and the University of Tampa offers a 20 credit major in Management. University of South Florida has a 21-credit major in Management. The University of Central Florida offers Management “tracks” consisting of 15 credits in Human Resource Management or General Management within a 24-credit Management major.

The proposed changes will provide students with greater depth and flexibility. Depth will increase as we expand the concentration from nine credits to 15. Flexibility will be enhanced by giving students choices among electives. A central feature of the program will be a three-course sequence where students will focus on leadership and team development in MAN 4046, human relations and negotiations in MAN 3611, and learn applications in operations management in MAN 4504.

Note that no new courses are required. We include electives that are focused in human resource management, operations, and business law to allow students to select areas for expanded focus. Sufficient faculty resources are available because we have faculty that focus in the areas of leadership, human resources and industrial organizational psychology, and operations; including

a new hire in this area. We have included an email from the Accounting department allowing us to include the Business Law courses in this track.

Update to the Entrepreneurship Concentration

The University of South Florida at St. Petersburg, for example, offers a 24-credit major in Entrepreneurship, and the University of Tampa also offers a 24 credit major in Entrepreneurship. Both of those programs have been recognized as outstanding by the United States Association for Small Business and Entrepreneurship. Florida State University has a 21-credit major in Entrepreneurship. Conceptually similar to our Entrepreneurship “option,” the University of Central Florida offers an Entrepreneurship “track” consisting of 15 credits in Entrepreneurship within a 24-credit Management major.

Our proposed changes will provide students with greater depth, flexibility, and experiential learning in entrepreneurship. Depth will increase as we expand the concentration from nine credits to 15. Flexibility will be enhanced by giving students choices among electives. Experiential learning will be gained by taking the Entrepreneurial Assistance Project (ENT 4934) where student teams work as consultants to local businesses, and either the New Venture Launch (ENT 4932) or an Entrepreneurship Internship (ENT 4940) where students will participate in a business startup. A central feature of the program will be a three-course sequence where students will be able to develop a business model in ENT 4024, plan the startup in ENT 4114, and then start the business in ENT 4934 so that they will be in business for themselves by the time they graduate.

Note that the only new course in this proposal is ENT 4132. That course has already been approved and will be offered as part of our recently approved minor in Entrepreneurial Management. Sufficient faculty resources are available because we have faculty that focus in the area of entrepreneurship. We have a newly hired department chair arriving in the fall of 2015 which allows the current chair to return to full time faculty duties and teach in this area, we also have an entrepreneurship professor who has recently returned from a roughly 18-month leave of absence, and a recent hire with expertise in this area.

OLD CATALOG INFORMATION

Management Major

A grade of "C" or better is required in all major courses.

Core Courses (6 credits)		
International Business	MAN 3600	3
Human Resource Management	MAN 4301	3
Management Major Options (Choose one of the concentrations below; 9 credits)		
<i>Leadership and Applied Management Skills Concentration</i>		
Leadership, Supervisory Skills and Team Development	MAN 4046	3
Cross-Cultural Human Relations and Negotiations	MAN 3611	3
<i>Choose one of the following courses:</i>		
Service Operations	MAN 4029	3
Operations Management Applications	MAN 4504	3
<i>Entrepreneurship Concentration</i>		
Entrepreneurship	ENT 4024	3
Advanced Business Planning	ENT 4114	3
Intellectual Property Law	BUL 4514	3

NEW CATALOG INFORMATION

Management Major

A grade of "C" or better is required in all major courses.

Core Courses (6 credits)		
International Business	MAN 3600	3
Human Resource Management	MAN 4301	3
Management Major Options (Choose one of the concentrations below; 15 credits)		
<i>Leadership and Applied Management Skills Concentration</i>		
Leadership, Supervisory Skills, and Team Development	MAN 4046	3
Cross-Cultural Human Relations and Negotiations	MAN 3611	3
Operations Management Applications	MAN 4504	3
<i>Choose two of the following courses:</i>		
Service Operations	MAN 4029	3
Human Resources Development	MAN 4350	3

Entrepreneurship	ENT 4024	3
Global Business Operations	MAN 4602	3
Management Internship	MAN 4940	3
Employment Law	BUL 4540	3
Ethics in Business	BUL 4443	3
<i>Entrepreneurship Concentration</i>		
Entrepreneurship	ENT 4024	3
Advanced Business Planning	ENT 4114	3
Entrepreneurial Assistance Project	ENT 4934	3
<i>Choose one of the following courses:</i>		
New Venture Launch	ENT 4132	3
Entrepreneurship Internship	ENT 4940	3
<i>Choose one of the following courses:</i>		
Intellectual Property Law	BUL 4514	3
Directed Independent Study	ENT 4905	3
Mobile Apps for Business	ISM 4046	3
Leadership, Supervisory Skills, and Team Development	MAN 4046	3
Marketing and Product/Service Innovation	MAR 4836	3

Approved by:	Date:
Department Chair: <u>Bobby Golden</u>	<u>2/2/2015</u>
College Curriculum Chair: <u>Erin Williams</u>	<u>2/12/2015</u>
College Dean: <u>Paul Hart</u>	<u>2.13.15</u>
UUPC Chair: <u>J E By</u>	<u>2/20/15</u>
Undergraduate Studies Dean: <u>Erin Smith</u>	<u>2/24/15</u>
UFS President: _____	_____
Provost: _____	_____