



University Council

January 18, 2019

UNIVERSITY CURRICULUM COMMITTEE – 2018-2019

John Maerz, Chair

Agricultural and Environmental Sciences – Elizabeth Little

Arts and Sciences – Jonathan Evans (Arts)

Trenton Schirmer (Sciences)

Business – Richard Gooner

Ecology – Jasmine Crumsey Forde

Education – Morgan Faison

Engineering – E.W. Tollner

Environment and Design – Brad Davis

Family and Consumer Sciences – Patricia Hunt-Hurst

Forestry and Natural Resources – Joseph Dahlen

Journalism and Mass Communication – James Hamilton

Law – Randy Beck

Pharmacy – Robin Southwood

Public and International Affairs – Jeffrey Berejikian

Public Health – Anne Marie Zimeri

Social Work – Harold Briggs

Veterinary Medicine – Susan Sanchez

Graduate School – Amy E. Medlock

Ex-Officio – Interim Provost Libby V. Morris

Undergraduate Student Representative – Ali Elyaman

Graduate Student Representative – Chasity Tompkins

Dear Colleagues:

The attached proposal from the Terry College of Business for a new minor in General Business will be an agenda item for the January 25, 2019, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Interim Provost Libby V. Morris
Dr. Rahul Shrivastav

PROPOSAL FOR MINOR PROGRAM OF STUDY

School/College: Terry College of Business

Department/Division: Terry College of Business

Proposed Program: Minor in General Business

Proposed Starting Date for Program: Fall semester 2019

Program Description – *including prefixes, numbers, and titles of required course, total credit hours (must be 15-18 hours), residency (if any), and grade requirements (if any). The objective in instituting a minor field of study at the University of Georgia is to encourage and officially acknowledge the attainment of students by a fair measure of expertise and knowledge in more than one academic field.*

The minor in General Business is designed to provide a foundation in business concepts and practice for students in non-business majors. Many non-business students would benefit from exposure to a business education, but do not have room within their programs of study nor a desire to commit to the additional cost of extending the educational experience with a double major. After graduation, as students excel in their careers in their primary area of study, many will be faced with a need to understand the fundamentals of the business environment in which they work. They will need to understand accounting and financial concepts and reports, as well as core ideas related to economic markets, management, and marketing to continue to build successful careers.

The minor in General Business gives non-business undergraduates the opportunity to gain a basic understanding of business. The minor in business consists of five specific courses chosen to develop a foundational knowledge in the basic aspects of business, including accounting, economics, finance, management, and marketing. This cohesive set of courses provides students with the fundamental business skills to complement their education and broaden their post-graduation opportunities.

Note: The minor in general business is not open to intended business majors or declared business majors (B.B.A. or A.B. Economics).

Required Courses (15 hours):

1. Accounting Requirement (3 hours):

ACCT 1160 (3 hours). Survey of Accounting - An overview of the basic concepts of financial and managerial accounting. Students are taught how to prepare, read, and analyze corporate financial statements. Additionally, students are taught the tools and techniques necessary for managerial planning, controlling, and decision making.

OR

ACCT 2101/ACCT 2101H/ACCT 2101E (3 hours). Principles of Accounting I - Basic accounting systems, concepts, and principles. The primary goals of this course are to

develop an understanding of the accounting process and to summarize and communicate information useful in making economic decisions.

2. Economics Requirement (3 hours):

ECON 2105/ECON 2105H/ECON 210SE (3 hours). Principles of Macroeconomics - Explanations of economic growth and the business cycle, aimed at shedding light on economy-wide problems such as inflation and unemployment, with special attention to the role played by monetary and fiscal policies.

OR

ECON 2106/ECON 2106H/ECON 2106E (3 hours). Principles of Microeconomics - Laws governing the use of scarce resources by producers and consumers in market economies, with emphasis on the role played by prices. The consequences of government involvement in the economy are studied, with examples taken from current policy issues.

3. Business Foundations (9 hours – courses must be taken at UGA):

FINA 3001/FINA 3001H/FINA 3001E (3 hours). Financial Management - The basic concepts and analytical tools of finance in both corporate finance and investments. Topics include risk and return, financial institutions, efficient markets, valuation theory, capital budgeting, portfolio theory, cost of capital, and international finance. For non-Terry College of Business students.

MARK 3001/MARK 3001H/MARK 3001E (3 hours). Principles of Marketing - Examination of the ways organizations satisfy consumer and organizational needs and wants for products and services. Emphasis is placed on how the elements of the marketing mix are used to provide customer satisfaction in the marketing of goods and services, both domestically and internationally. For non-Terry College of Business students.

MGMT 3001/MGMT 3001H/MGMT 3001E (3 hours). Principles of Management - Management functions and processes as applied to organizations and to individuals in organizations. Topics to be covered include strategy, job and organization design, ethics and social responsibility, diversity, global influences, leadership, motivation, human resource management, and organizational change. Other emerging managerial issues may be introduced. For non-Terry College of Business students.

Students in non-business majors may earn a minor in general business by completing selected core classes in the College of Business. The minor will include 15 hours and will require a grade of "C" or better in each course to count toward the minor in General Business. All upper-level (3000-level and above) Business Foundation courses must be taken at the University of Georgia. Only courses satisfying the ACCT and/or ECON requirements can be transferred from another institution. Students must have a cumulative GPA of 2.0 or higher to earn the minor.

This is a High-Demand Minor:

High-Demand Minor

Entrance requirements:

1. Justification: what is the academic justification for instituting the requirements?

Students must have a basic understanding of business in order to be successful in higher-level courses. As is the case for B.B.A. students, students in the minor are expected to show an understanding of Accounting and Economics prior to being admitted into the minor. Given that the Terry College is a 3rd and 4th year school, we use the other entrance requirements to assure the students in the upper-level classes will have roughly the same academic (general education) background once again to increase success in higher-level courses.

2. Requirement: what specific entrance requirements are proposed?

- Completion of the Accounting and Economics Requirement
 - one can be in progress
- Completion must be present on the student's record in Athena
 - Courses not posted on the record will not be considered
- Minimum Cumulative GPA (institutional GPA) of 3.2
- Minimum 15 UGA (institutional) credit hours (grades posted)
- Minimum 45 credits completed overall

3. Results: How will the proposed requirement solve the academic problems outlined in one?

Students will have a basic understanding of Accounting and Economics prior to being admitted into the major. Students will also have completed roughly the same general education requirements.

4. Consequences of the requirement:

a. How will this requirement affect the program involved?

We believe the requirements will allow for a better experience for the students.

b. What effects are anticipated on other programs within the University?

We believe the minor will allow more students a basic understanding of business. We purposely kept the number of total hours in the minor to a minimum so the courses could be used as electives in non-business majors. We are proposing the minor as high-demand, so that we can better control the number of students in the program rather than allowing it to grow beyond our resources.

c. Are there any other anticipated effects on enrollment patterns within the University?

Students will have a new avenue to utilize elective credit – this is true with all new programs outside of one’s primary discipline.

High-Demand Selection Criteria:

1. Anticipated number of applicants: If the capacity of the program is smaller than the number of applications, this program may be designated as high-demand.

a. The capacity of the program for both this academic year and the following academic year.

We currently have capacity for between 75 and 100 students each semester in the business minor. We believe our capacity will remain constant throughout the foreseeable future.

b. The anticipated number of applications for both this academic year and the following academic year.

Forecasting the number of applicants to a new program requires a crystal ball. What we do know is that we currently average, over the last two academic years, enrollment of over 250 non-business students in our principles of marketing class. This class is open to a limited number (13) of non-Terry majors (e.g., Advertising, Journalism, Publication Management, Public Relations, Sports Management). We believe significant demand for the business minor will come from STEM related areas who currently do not have access to the undergraduate business courses.

Using information from Virginia Tech, University of Kentucky, and the University of Maryland, the number of students in the business minor(s) is equivalent to 20% of the number of students in their majors. This would support a number well in excess of 200 applicants a year.

Based on this information, we believe we will have an average of 200 students per semester applying to the minor in General Business.

2. High Demand Programs:

a. What is the academic justification for restricting the program?

The Terry College of Business offers 9 high-demand majors. We believe that if we offer the minor without high-demand status it will negatively impact the educational experience of students currently in our majors, as well as students entering the minor. If students are admitted to the minor after simply meeting the entrance requirements, we believe the number of students entering the program would far exceed our resources and reduce the number of seats available for students admitted to our majors. Students admitted to a Terry Major are required

to complete the same 3000-level courses that are in the minor in their first semester in the College. If we simply limit the seats available for students in the minor, we believe the number of seats will be less than the number of students admitted without high-demand status. This would cause a decrease in our 4-year graduation rate and/or a high number of students unable to complete the necessary coursework for the minor by graduation.

The restrictions also allow us to exclude intended and declared business majors. This degree is intended for students in non-business majors who wish to have the basic understanding of business.

b. Attach any responses from other schools and colleges.

We have received several inquiries into the possibility of offering basic business courses from areas such as microbiology. Given that these inquiries have taken places as either face-to-face meetings or as a series of email exchanges, they have not been included in this submission.

c. Provide criteria used to determine which of the applicants meeting the high-demand selection criteria will be admitted to the program.

- ACT/SAT (no exceptions)
- Optional ETS score
- Current major
- ACCT and ECON grades

Students are required to submit ACT or SAT scores and sub-scores to the University prior to being considered for admission to the General Business Minor. The College believes SAT/ACT sub-scores in the areas of Mathematics, Reading, and Writing represent important skills for success in business and many other areas. If the applicants do not believe that their ACT/SAT scores represent their current performance level, they may supplement their application by submitting a score from the ETS Proficiency Profile. The ETS Proficiency Profile is a standardized, multiple-choice assessment of the academic skills developed in General Education Areas I-IV of the core curriculum (reading, writing, critical thinking and mathematics – similar to the SAT/ACT).

d. Provide a contact person for information concerning the criteria and any application deadlines.

The primary point of contact for our admission process and application is the College's Undergraduate Program Office. Dr. Laura Clark leads this office and can serve as the overall contact person. Dr. Henry Munneke, Associate Dean of Undergraduate Programs in the Terry College, is the contact person for this proposal.

Approvals on File

Proposal: New Minor in General Business

College: Terry College of Business

Proposed Effective Term: Fall 2019

School/College:

- Terry College of Business Associate Dean, Dr. Henry Munneke, 12/7/2018