

**CWRU Action Form for Majors/Minors/Programs/Sequences/Degrees**  
(instructions on back)

Docket # \_\_\_\_\_

College/School: Weatherhead School of Management  
Department: Undergraduate & Integrated Study Program Services

PROPOSED:  major  
 minor  
 program  
 sequence  
 degree

TITLE: Business Management

EFFECTIVE: Fall (semester) 2015 (year)

**DESCRIPTION:**

The Business Management Major will share a common core with the other majors under the Bachelor of Science in Management. Students will complete 18 credit hours to fulfill the Business Management Major as follows:

- 3 courses within a single concentration (Innovation and Entrepreneurship, International Business, Organizational Leadership, or Supply Chain Management)
- 1 analytics course selecting from: ECON 326, BAFI 361, MKMR 310, or another approved analytics course
- 2 additional Weatherhead courses (Exhibit B)

*(No new courses will be created for the major.)*

Is this major/minor/program/sequence/degree:  new  
 modification  
 replacement

If modification or replacement please elaborate: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Does this change in major/minor/program/sequence/degree involve other departments?  Yes  No

If yes, which departments? \_\_\_\_\_  
\_\_\_\_\_

Contact person/committee: Jennifer Johnson

**SIGNATURES:**

Department Curriculum Chair(s)/Program Directors: \_\_\_\_\_ DATE  
Department Chair: \_\_\_\_\_  
College/School Curriculum Committee Chair: Jennifer Johnson 2-18-15  
College/School Dean(s): K.E. Buckley 2-18-15  
UUF Curriculum Committee Chair: \_\_\_\_\_

File copy sent to:  Registrar  Office of Undergraduate Studies/Graduate Studies  
 Other: \_\_\_\_\_

## BS – Management, Business Management Major Proposal

### Executive Summary

The Weatherhead School of Management (Weatherhead) proposes a Business Management Major as an additional option within the Bachelor of Science in Management, effective fall semester 2015. The major will meet the needs of students who do not have strong, clearly defined academic or career interests in the existing Weatherhead majors, but who see value in completing an undergraduate management degree. A Business Management Major will allow us to efficiently add a major by drawing upon existing undergraduate courses.

### Background

Currently the Bachelor of Science in Management degree offers three majors: Finance, Marketing, and Dean's Approved (customized). Students have two additional options for a major at Weatherhead: Accounting (through the Bachelor of Science in Accounting) and Economics (through the Bachelor of Arts awarded by the College of Arts and Sciences).

While the Dean's Approved customized major meets the needs of some students who have a focused interest, such as Healthcare Financial Management, Human Resources, or Sustainability, not every student is motivated to develop the required proposal for the customized major. In addition, the approved proposals for customized majors frequently include graduate-level courses, which are not suitable for all undergraduate students. Finally, some students prefer to study management more broadly because their career interests diverge from our available majors or they intend to go directly into a specialized graduate professional program, such as nonprofit management, medicine, or law, where business knowledge can be valuable.

CWRU Admissions strongly recommends Weatherhead expand programming to attract students with a wider set of academic and career interests. Compared to peer and aspirant schools, Weatherhead offers a limited selection of majors. Excluding Weatherhead from the calculation, 75% of the private universities in the top 40 Best Business Programs (U.S. News & World Report, Fall 2014) offer a general management major (Exhibit A).

### Recommendation

To accommodate students who are interested in completing a broader management major, Weatherhead proposes an additional option under the Bachelor of Science in Management, the Business Management Major. The Business Management Major will share a common core with the other majors under the Bachelor of Science in Management. Students will complete 18 credit hours (6 courses) to fulfill the Business Management Major as follows: 3 courses within a single concentration (Innovation and Entrepreneurship, International Business, Organizational Leadership, or Supply Chain Management), 1 analytics course selecting from: ECON 326, BAFI 361, MKMR 310, or another approved analytics course, and 2 additional Weatherhead courses (Exhibit B). The new major and concentrations will allow Weatherhead to offer more choices than offered with current majors. No new courses will be created for the major.

## Exhibit A

### Programs at the 17 private institutions ranked among top 40 *Best Business Programs* (U.S. News & World Report, Fall 2014)

School (Rank)	General Management Major?
Babson (29)	No
Boston College (29)	Yes
Boston U. (39)	Yes
BYU (34)	Yes
Carnegie Mellon (8)	Yes
CWRU (34)	No
Cornell (11)	No
Emory (15)	No
Georgetown (15)	Yes
Georgia Tech (29)	Yes
MIT (2)	No
Notre Dame (11)	Yes
NYU (5)	Yes
Penn - Wharton (1)	Yes
Southern Cal (11)	Yes
Wake Forest (34)	Yes
Washington U. (14)	Yes

10/24/2014

## Business Management Major within Bachelor of Science in Management

### Exhibit B

Bachelor of Science in Management Requirements (All Majors)	
	Credit Hours
<b>General Education Requirements</b>	
<b>SAGES</b>	
First Seminar	4
Two University Seminars	6
Departmental Seminars - taken as MGMT 395, see below*	
Senior Capstone - See below**	3 to 6
	<b>13 to 16</b>
<b>Breadth Requirements</b>	
Calculus I - MATH 125 (or MATH 121)	4
Calculus II - MATH 126 (or MATH 122)	4
Two Natural Science Courses	6 to 8
Two Arts & Humanities Courses	6 to 8
Two Social Science Courses	6
	<b>26 to 30</b>
<b>Major Requirements</b>	
<b>Principles Requirements</b>	
Microeconomics - ECON 102	3
Macroeconomics - ECON 103	3
Introduction to Financial Accounting - ACCT 101	3
Management Accounting - ACCT 102	3
Statistics for Business & Management Science - OPRE 207	3
	<b>15</b>
<b>Core Requirements</b>	
Contemporary Business & Communications - MGMT 201	3
Corporate Finance - BAFI 355	3
Leading People - ORBH 250	3
Leading Organizations - ORBH 251	3
Introduction to Information: A Systems & Design Approach - MIDS 301	3
Marketing Management - MKMR 201	3
Operations Research & Supply Chain Management - OPRE 301	3
Business Policy - PLCY 399	3
*Advanced Seminars - MGMT 395 - one credit hour; each student must complete three.	3
	<b>30</b>
<b>Management Requirements</b>	
Students must complete 18 credit hours (6 courses) of major-specific requirements.	<b>18</b>
<b>Additional Requirements</b>	
Electives	<b>13 to 21</b>
<b>Total Credit Hours for Degree</b>	<b>122</b>

\*\* Students must complete one university approved SAGES Senior Capstone. It is not required that students complete a Weatherhead specific capstone. Most students choose to take Action Learning - MGMT 398, although a second option within Weatherhead is Independent Research Project - MGMT 397.

Business Management Major Requirements	
Complete a total of 18 credit hours (6 courses): 3 courses within a single concentration (options listed below), 1 analytics course selecting from: ECON 326, BAFI 351, MKMR 310, or another approved analytics course, and 2 additional Weatherhead courses. Concentration-specific requirements are noted below.	
<b>Concentration Options</b>	
<b>Innovation and Entrepreneurship</b>	
Economic Analysis of Business Strategies - ECON 364	
Economics of Tech. Innovation and Entrepreneurship - ECON 369	
Entrepreneurial Strategy - ENTP 301 (Required)	
Entrepreneurship and Wealth Creation - ENTP 311	
Legal Environment of Management - BLAW 331	
Managing Negotiations - ORBH 380	
Selling and Sales Management - MKMR 312	
 <i>NOTES: ENTP 301 is required for this Concentration. Students completing an Innovation and Entrepreneurship Concentration may not complete an Entrepreneurship minor.</i>	
<b>International Business</b>	
Economics of Developing Countries - ECON 375	
International Finance - BAFI/ECON 372	
International Trade - ECON 373	
International Management Institute - MGMT 315 (Required)	
Leadership In Diversity and Inclusion - ORBH 391	
 <i>NOTE: MGMT 315 is required for this Concentration. If a student wishes to substitute a course from another study abroad experience, he/she must receive prior approval from an academic advisor.</i>	
<b>Organizational Leadership</b>	
Leadership In Diversity and Inclusion - ORBH 391	
Leading Teams - ORBH 303	
Managing Negotiations - ORBH 380	
Women and Men in Organizations - ORBH 370	
Independent Study - ORBH 360	
 <i>NOTES: Students completing an Organizational Leadership Concentration may not complete a Leadership Minor.</i>	
<b>Supply Chain Management</b>	
Computer Simulation - OPRE 332/432	
Enterprise Resource Planning in the Supply Chain - OPMT 377/477	
Lean Operations - OPMT 422	
Project Management - OPMT 350/450	
Supply Chain Logistics - OPMT 475	

# BS – Management, Business Management Major Proposal

## Overview

### Current Situation

- Compared to peer and aspirant schools, Weatherhead offers a limited selection of majors.
- CWRU Admissions strongly recommends Weatherhead expand programming to attract students with a wider set of academic and career interests.
- Excluding Weatherhead, 75% of the private universities in the top 40 Best Business Programs (U.S. News & World Report, Fall 2014) offer a general management major.

### Recommendation

- Create a more flexible Business Management Major as an additional option under the Bachelor of Science in Management. Offer four three-course concentration options:
  - Innovation and Entrepreneurship
  - International Business
  - Organizational Leadership
  - Supply Chain Management

### Benefits

- Accommodates students who have different/broader interests in management.
- Appeals to students who in the past may not have given Weatherhead consideration.
- Contributes to overall goal of increasing Weatherhead undergraduate enrollments.
- ***Can be done without creating any new courses!***

### Requirements

- Students will complete the BS – Management general education, principles, and core requirements.
- In addition, they will complete 18 credit hours (6 courses) to fulfill the Business Management Major as follows:
  - 3 courses within a single concentration (Innovation and Entrepreneurship, International Business, Organizational Leadership, or Supply Chain Management)
  - 1 analytics course selecting from: ECON 326, BAFI 361, MKMR 310, or another approved analytics course
  - 2 additional Weatherhead courses