

**Proposal to Change the B.S. in Management Concentrations to Majors, Effective Fall 2013  
Weatherhead School of Management, Case Western Reserve University**

**Rationale**

Currently the B.S. in Management degree requires completion of 122 credit hours in General Education and Major Requirements. Included in the Major Requirements is a five-course concentration in either Banking & Finance or Marketing, or a Dean's Approved Concentration (an option for ambitious and focused students to pursue individualized programs of study). The Weatherhead School of Management proposes to change the three concentrations to majors, effective fall 2013.

Based on recent market research and input from employers, alumni, current students, the University Career Center, and Undergraduate Admissions, the Weatherhead School of Management has determined that revising the curriculum to offer majors is important for our students and the University. The current use of the term concentration puts us at a disadvantage during the admissions and advising processes, as well as in student placement efforts.

Feedback from prospective students and Undergraduate Admissions personnel leads us to conclude that offering majors within the B.S. in Management degree will enable us to better attract and engage student applicants. An academic major is a more familiar concept to prospective students and their parents who are evaluating universities and programs. In addition, high school guidance counselors or prospective students conducting Internet searches for programs offering majors in Banking & Finance or Marketing can easily overlook the Weatherhead School entirely.

Offering majors in Banking & Finance and Marketing also can help us engage with prospective employers. The more rigorous, market-focused majors can increase the attractiveness and marketability of our students, and, in turn, our ability to attract targeted employers to campus for career fairs, networking events, and other programs that significantly benefit our students. Changing the concentration designation to major will benefit the School and the University.

**Curriculum Changes**

Analysis of employment trends, as well as related faculty strengths, led us to identify areas of competitive advantage. The resulting majors will allow students to further develop skills, expertise, and depth in their selected fields of study. The major requirements consist of a total of 60 credit hours, which are outlined below.

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**Principles Requirements**

<i>Microeconomics - ECON 102</i>	3
<i>Macroeconomics - ECON 103</i>	3
<i>Introduction to Financial Accounting - ACCT 101</i>	3
<i>Management Accounting - ACCT 102</i>	3
<i>Statistics for Business &amp; Management Science - OPRE 207</i>	3
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**Core Requirements**

<i>Contemporary Business &amp; Communications - MGMT 201</i>	3
<i>Corporate Finance - BAFI 355</i>	3
<i>Managing Organizations &amp; People I - MGMT 250</i>	3
<i>Managing Organizations &amp; People II - MGMT 251</i>	3
<i>Introduction to Information: A Systems &amp; Design Approach - MIDS 301</i>	3
<i>Marketing Management - MKMR 201</i>	3
<i>Operations Research &amp; Supply Chain Management - OPRE 301</i>	3
<i>Business Policy - PLCY 399</i>	3
<i>Advanced Seminars - MGMT 395 (one credit hour; each student must complete three)</i>	3
	<hr/> 27

**Management Requirements**

<i>Students must complete an 18 credit hour Major in Banking &amp; Finance or Marketing, or a Dean's Approved Major.</i>	18
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**Banking & Finance Major Requirements<sup>1</sup>**

<i>Money &amp; Banking - BAFI 341</i>	3
<i>Investments - BAFI 356</i>	3
<i>Financial Modeling, Analysis &amp; Decision Making - BAFI 357</i>	3
<i>Intermediate Corporate Finance - BAFI 358</i>	3
<i>Cases in Finance - BAFI 359</i>	3
<i>Applied Financial Analytics – BAFI 361</i>	3
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**Marketing Major Requirements<sup>2</sup>**

<i>Brand Management - MKMR 304</i>	3
<i>Measuring Marketing Performance - MKMR 308</i>	3
<i>Marketing Analytics - MKMR 310</i>	3
<i>Customer Relationship Management - MKMR 311</i>	3
<i>Selling &amp; Sales Management - MKMR 312</i>	3
<i>Strategic Internet Marketing - MKMR 348</i>	3
	<hr/> 18

**Dean's Approved Major Requirements<sup>3</sup>**

<i>At least 18 credits of coursework, chosen in consultation with a faculty member who will provide supplemental advising. Must include one of: ECON 326, BAFI 361, or MKMR 310.</i>	18
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**TOTAL**

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60

*(Continued on next page)*

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***Notes on Course Changes from Current Concentrations***

<sup>1</sup>*Addition of BAFI 359 (Cases in Finance) to create the Banking & Finance Major.*

<sup>2</sup>*Addition of MKMR 348 (Strategic Internet Marketing) to create the Marketing Major.*

<sup>3</sup>*Addition of three credit hours, including one of three quantitative courses to create the Dean's Approved Major.*

Additional information about each proposed major is included in the set of completed CWRU Action Forms that accompany this document.

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

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

College/School: Weatherhead School of Management

Department: Banking and Finance

PROPOSED:  major  
 minor  
 program  
 sequence  
 degree

TITLE: \_\_\_\_\_

EFFECTIVE: Fall (semester) 2013 (year)

DESCRIPTION:

See attached

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: \_\_\_\_\_

SIGNATURES:

Department Curriculum Chair(s)/Program Directors: \_\_\_\_\_ DATE

Department Chair: [Signature] Nov 13, 2012

College/School Curriculum Committee Chair: [Signature] 11/16/12

College/School Dean(s): [Signature] 11/16/12

UUF Curriculum Committee Chair: \_\_\_\_\_

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

**BS in Management with Current Finance Concentration:**

- Required: BAFI 355 – Corporate Finance (Weatherhead Core)
- Upper-Level Coursework

**Finance Concentration (15 credit hours)**

- BAFI 341 – Money and Banking
- BAFI 356 – Investments
- BAFI 357 – Financial Modeling, Analysis and Decision Making
- BAFI 359 – Intermediate Corporate Finance
- BAFI 361 – Applied Financial Analytics

**Proposed Finance Major**

- Required: BAFI 355 – Corporate Finance (Weatherhead Core)
- Upper-Level Coursework

**Finance Major (18 credit hours)**

- BAFI 341 – Money and Banking
- BAFI 356 – Investments
- BAFI 357 – Financial Modeling, Analysis and Decision Making
- BAFI 358 – Intermediate Corporate Finance
- BAFI 359 – Cases in Finance
- BAFI 361 – Applied Financial Analytics

**Notes:**

1. *More rigorous curriculum relative to concentration, with more courses.*
2. *Same number of sections offered – 358 and 359 are one section per year, in the place of two sections per year of the old 359.*

**CWRU Action Form for Majors/Minors/Programs/Sequences/Degrees**

(instructions on back)

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

College/School: Weatherhead School of Management  
Department: Marketing & Policy Studies

PROPOSED:  major  
 minor  
 program  
 sequence  
 degree

TITLE: \_\_\_\_\_

EFFECTIVE: Fall (semester) 2013 (year)

**DESCRIPTION:**

A new marketing major is being proposed under the B.S. in Management Degree offered by the Weatherhead School of Management.

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: \_\_\_\_\_

**SIGNATURES:**

Department Curriculum Chair(s)/Program Directors:	<u><i>[Signature]</i></u>	<u><i>Robert K...</i></u>	DATE
Department Chair:			<u>9/21/2012</u>
College/School Curriculum Committee Chair:	<u><i>[Signature]</i></u>	<u><i>Jennifer Johnson</i></u>	<u>9/21/12</u>
College/School Dean(s):	<u><i>[Signature]</i></u>	<u><i>Jennifer Johnson</i></u>	<u>9/21/12</u>
UUF Curriculum Committee Chair:			

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

## **Marketing Major within BS in Management**

### **Motivation:**

Creation of Marketing major within the BS Management degree is a natural progression in the growth of Marketing group's involvement in undergraduate education. As recently as 2003-04, undergraduate Marketing offerings were limited to 2 courses, a Marketing Management course (which is now part of the Weatherhead core) and an option for Independent Studies. Two marketing electives were added in 2006, and Marketing became an option for concentration in 2007. Since its designation as a concentration, the Marketing group has made several changes to the curriculum to enhance student skill development and experience including aligning electives around distinct job tracks and adding electives that build depth around these tracks (see under "structure" below).

These changes have been deliberate, data driven and goal oriented. We carefully analyzed trends in student employment and job postings, in addition to assessing our strengths and identifying areas where we have competitive advantage. Thereafter, in 2009-2010, we deliberately revamped all electives to align with the job trends and our areas of competitive advantage. We believe it is time to secure a distinctive identity by offering a major in Marketing, as the next goal in the process of strengthening the BS in Management program at Weatherhead.

Not having a major in marketing is considered a weakness that is felt at the time of admissions and advising, as well as in placement efforts. Most of our competitive schools offer a major in marketing including schools with large undergraduate programs like Notre Dame, UT-Austin, Penn State as well as smaller, private schools like Washington University and Tulane University. Not having a comparable offering gives potential employers a signal that we are not serious about producing marketing graduates, or our offerings are not substantial enough. Both of these perceptions need to be dispelled, and we believe a time has come to get a distinctive identity to the marketing program.

### **Objective:**

Offer a major in Marketing that provides a distinct identity to our offerings around distinct areas of our strength thereby making Case Western Reserve University one of the desired destinations for students and employers. This would grow the number of students, and enhance the quality and reputation of Case Western Reserve's and Weatherhead Business School's undergraduate programs.

### **Structure:**

The Marketing major will focus on skill building around the themes of Analytics, Customer Relationships, and Interactive Marketing, and will allow students to develop advanced skills and expertise in one or more areas.

**Major (for B.S.)**

**Hours required for graduation - 122**

A. Required Marketing Courses (Total 21 hours):

1. MKMR 201 – Marketing Management
2. MKMR 304 – Brand Management
3. MKMR 308 – Measuring Marketing Performance
4. MKMR 310 – Marketing Analytics
5. MKMR 311 – Customer Relationship Management
6. MKMR 312 – Selling and Sales Measurement
7. MKMR 348 – Strategic Internet Marketing

B. Additional Required Courses (Total 18 hours)

8. ECON 102 – Principles of Microeconomics
9. ACCT 101 – Introduction to Financial Accounting
10. ACCT 102 – Management Accounting
11. OPRE 207 – Business Statistics
12. PLCY 399 – Business Policy
13. MIDS 301 – Introduction to Information: A Systems and Design Approach

C. Students may be permitted to take one or two additional graduate-level marketing courses, and/or Independent Studies (MKMR 360) to strengthen the themes of Analytics, Customer Relationships, or Interactive Marketing.



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(instructions on back)

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

College/School: Weatherhead School of Management  
Department: \_\_\_\_\_

PROPOSED:  major  
 minor  
 program  
 sequence  
 degree

TITLE: Dean's Approved Major (under B.S. in Management)

EFFECTIVE: Fall (semester) 2013 (year)

**DESCRIPTION:**

A "Dean's Approved Concentration," requiring five courses, has been an option for students to satisfy the concentration requirement for the B.S. in Management. This alternative to existing 5-course concentrations in Finance and Marketing has provided a useful vehicle for students having passions in other areas of business. Nine students have completed Dean's Approved Concentration since 2008, in areas such as: Organizational Behavior & Human Resources; Health Care Finance; Sustainability in Management; and Public Administration & Nonprofit Management.

At this time, consistent with pending transitions from concentrations to majors in Finance and Marketing - each now requiring six courses beyond the introductory level - the Weatherhead School would like to preserve the option for ambitious and focused students to pursue individualized programs of study under the B.S. in Management.

The proposed Dean's Approved Major for the B.S. in Management will require:

- Completion of all core requirements for the B.S. in Management
- A proposal from a student, outlining his/her interests and rationale
- At least 18 credits of coursework, chosen in consultation with a faculty member who will provide supplemental advising, including one of: ECON 326, BAFI 361 or MKMR 310
- Approval of the Weatherhead Undergraduate & Integrated Study Executive Committee

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: \_\_\_\_\_

**SIGNATURES:**

**DATE**

Department Curriculum Chair(s)/Program Directors: \_\_\_\_\_

Department Chair: \_\_\_\_\_

College/School Curriculum Committee Chair: *Devinifer Johnson* 11-20-12

College/School Dean(s): *Devinifer Johnson* 11-20-12

UUF Curriculum Committee Chair: \_\_\_\_\_

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