Substantive Program Modification Proposal Form

Instructions: All program modifications must be signed by the Chair and Dean and submitted to the Office of the Provost.

Faculty Initiating Request: Anthony L. Patti  Submission Date: August 17, 2015

Department/School: School of Business

Current Degree Program Name: BSBA

Are you requesting a program name change? Yes

If yes, New Program name: BSBA - General Business  Effective Term: Spring  Year: 2016

Provide a description of the program exactly as it will appear in the catalog:

See attached.

Faculty Member: [Signature]  Date: 8/26/2015

Assistant Provost of Academic Planning & Policy: [Signature]  Date

Chair: [Signature]  Date: 8 - 26 - 15

Chair of Academic Affairs Committee: [Signature]  Date

Dean: [Signature]  Date

Chair of Faculty Senate: [Signature]  Date

Provost: [Signature]  Date

President: [Signature]  Date

Rev. 8.10.15
Provide a brief rationale for this program modification. For example, does it reflect updated disciplinary content? Does it align the program with state or national norms? Does it promote progression?

The BSBA is moving from the MGSU School of Aviation to the MGSU School of Business. The modifications proposed below are necessary to better position the BSBA curriculum for accreditation by the Association for the Accreditation of Collegiate Schools of Business (AACSB). AACSB accreditation is a necessary next step for the MGSU School of Business. MGSU is currently the only university-level School of Business in the USG that is not AACSB accredited. AACSB accreditation will have a significant, positive impact on student recruitment and retention, program marketability, and faculty recruitment. The continuous process improvement philosophy that is the basis for accreditation will help the School of Business develop the internal structure and processes that are necessary for taking the school to the next level and beyond.

The curriculum proposed below was developed after studying the programs of five other USG institutions which are AACSB accredited (University of North Georgia, Columbus State University, Georgia College and State University, Dalton State College, and University of West Georgia).

List the student learning outcomes of the new program:

Within the context of a business environment, graduates of the BSBA – General Business program will:
1) analyze and discuss situations involving a global environment and diversity issues.
2) solve complex problems using quantitative and qualitative data.
3) analyze cases containing ethical issues, identify possible courses of action, and discuss the potential outcomes of those actions.
4) understand and be able to apply core concepts in business effectively.
5) communicate effectively in both written and oral formats.

Please attach: (1) A USG Substantive Change Program Modification form (http://www.usg.edu/academic_programs/changes) and (2) An MGA Academic Assessment plan using the standard template (found under "Additional Links") here: (http://www.mga.edu/institutional-effectiveness/academic-assessment.aspx)
Catalog Description

Curriculum for Bachelor of Science in Business Administration - General Business Major

The Bachelor of Science in Business Administration with a major in General Business degree requires 60 credit hours beyond the associate degree or its equivalent. A grade of at least a "C" is required in all 3000-4000 level courses used to meet the Business and Information Technology degree requirements.

Area A Credit: 9 hours
Essential Skills
- ENGL 1101 - English Composition I Credit: 3 hours
- ENGL 1102 - English Composition II Credit: 3 hours
- Area A Math Elective Credit: 3 hours

Note: Courses required for Area A must be completed within the first 30 hours. MATH 1113(H) or MATH 1251 may be used for the Area A Math Elective even though they are 4 credit hour courses. The extra hour is not counted elsewhere in the curriculum.

Area B Credit: 4 hours
Institutional Options
- Perspectives Elective Credit: 4 hours

Note: Some area B electives may also fulfill the Global Perspectives requirement

Area C Credit: 6 hours
Humanities/Fine Arts
- Area C Elective Credit: 3 hours
  A foreign (modern) language course is recommended
- Literature Elective Credit: 3 hours

Note: Some Area C electives may also fulfill the Global Perspectives requirement

Area D Credit: 11 hours
Science, Math and Technology
- Lab Science Elective Credit: 4 hours
- Lab Science Elective Credit: 4 hours
- Area D Elective Credit: 3 hours

Note: MATH 2260 is a prerequisite for Middle Georgia State University's BSBA - General Business

Area E Credit: 12 hours
Social Sciences
- HIST 2111 - United States History to 1865 Credit: 3 hours
  or
  HIST 2112 - United States History since 1865 Credit: 3 hours
  and
- POLS 1101 - American Government Credit: 3 hours
- PSYC 1101 - Introduction to Psychology Credit: 3 hours
  or
- SOCI 1101 - Introduction to Sociology Credit: 3 hours
- Area E Elective Credit: 3 hours

Note: Some Area E electives may also fulfill the Global Perspectives requirement
Global Perspectives Requirement Credit: 3 hours
Choose one of the following courses:
- ENGL 2111 - World Literature I Credit: 3 hours*
- ENGL 2112 - World Literature II Credit: 3 hours*
- HIST 1111 - History of World Civilizations to 1650 Credit: 3 hours**
- HIST 1112 - History of World Civilizations Since 1650 Credit: 3 hours**
- HIST 1190 - History of World Religions Credit: 3 hours***
- HUMN 1009 (SSCI 1009) - Perspectives on Global Cultures Credit: 3 hours***
- POLS 2301 - Introduction to Comparative Politics Credit: 3 hours**
- POLS 2401 - Introduction to Global Issues Credit: 3 hours**
- SSCI 1009 (HUMN 1009) - Perspectives on Global Cultures Credit: 3 hours***

* These Global Perspectives courses may also fulfill Area C requirements
** These Global Perspectives courses may also fulfill Area E requirements
*** These Global Perspectives courses may also fulfill Area B requirements

Area E Credit: 18 hours
Major Field – take the following:
- ACCT 2101 - Principles of Accounting I Credit: 3 hours
- ACCT 2102 - Principles of Accounting II Credit: 3 hours
- BUSA 2103 - Communicating in the Business Environment Credit: 3 hours
- ECON 2105 - Principles of Macroeconomics Credit: 3 hours
- ECON 2106 - Principles of Microeconomics Credit: 3 hours
Take one of the following:
- ITEC 2201 - Business Information Applications Credit: 3 hours OR
- BUSA 2201 - Fundamentals of Computer Applications Credit: 3 hours

Business Core Credit: 27 hours
- BUSA 3101 - Business Ethics Credit: 3 hours
- BUSA 3340 - Business Analysis using Excel Credit: 3 hours
- FINA 3110 - Principles of Finance Credit: 3 hours
- LENC 3135 - Legal Environment of Business Credit: 3 hours
- MGMT 3101 - Business Statistics Credit: 3 hours
- MGMT 3114 - Principles of Management Credit: 3 hours
- MGMT 3165 - Production and Operations Management Credit: 3 hours
- MGMT 3166 - Principles of Management Information Systems Credit: 3 hours
- MGMT 4175 - International Economics Credit: 3 hours
- MGMT 4195 - Strategic Management Credit: 3 hours
- MKTG 3161 - Principles of Marketing Credit: 3 hours

Major Requirements Credit: 27 hours
General Business Core - 9 hrs
- One ACCT 3000/4000 level course Credit: 3 hours
- One MGMT 3000/4000 level course Credit: 3 hours
- One MKTG 3000/4000 level course Credit: 3 hours

General Business Electives: 18 hrs
- Six 3000/4000 level business electives

Total Hours: 120
SUBSTANTIVE CHANGE/PROGRAM MODIFICATION
Curricular Change to an Existing Program

Institution: Middle Georgia State University

Institutional Contact (President or Vice President for Academic Affairs): Dr. Martha Venn, Provost

Date: 6/11/2015

School/Division: School of Business

Department:

Degree Name: Bachelor of Science in Business Administration

Majors: General Business

CIP Code: S20201

Anticipated Start Date for Curricular Changes: Spring 2016

Rationale for Curriculum Modification: The BSBA is moving from the MGSU School of Aviation to the MGSU School of Business. The modifications proposed below are necessary to better position the BSBA curriculum for accreditation by the Association for the Accreditation of Collegiate Schools of Business (AACSB). AACSB accreditation is a necessary next step for the MGSU School of Business. MGSU is currently the only university-level School of Business in the USG that is not AACSB accredited. AACSB accreditation will have a significant, positive impact on student recruitment and retention, program marketability, and faculty recruitment. The continuous process improvement philosophy that is the basis for accreditation will help the School of Business develop the internal structure and processes that are necessary for taking the school to the next level and beyond.

The curriculum proposed below was developed after studying the programs of five other USG institutions which are AACSB accredited (University of North Georgia, Columbus State University, Georgia College and State University, Dalton State College, and University of West Georgia).
### Current Program of Study

**Area F Credit: 18 hours**
- ACCT 2101 - Principles of Accounting I  Credit: 3 hours
- ACCT 2102 - Principles of Accounting II  Credit: 3 hours
- ECON 2105 - Principles of Macroeconomics  Credit: 3 hours
- ECON 2106 - Principles of Microeconomics  Credit: 3 hours
- BUSA 2201 - Fundamentals of Computer Applications  Credit: 3 hours

*or 2013-2014 Middle Georgia State College Academic Catalog Page 91*
- ITEC 2201 - Business Information Applications  Credit: 3 hours

*Take one of the following courses Credit: 3 hours*
- BUSA 1105 - Introduction to Business  Credit: 3 hours
- BUSA 2105 - Communicating in the Business Environment  Credit: 3 hours

**Business Core Credit: 15 hours**
- BUSA 3101 - Business Ethics  Credit: 3 hours
- FINA 3104 - Principles of Finance  Credit: 3 hours
- MGMT 3141 - Principles of Management  Credit: 3 hours
- MGMT 4103 - Business Policy  Credit: 3 hours
- MKTG 3161 - Principles of Marketing  Credit: 3 hours

**Airline Management Track Credit: 45 hours**
- ATCM 2104 - Introduction to Air Traffic Control  Credit: 3 hours
- AERO 2104 - Aviation Safety  Credit: 3 hours
- AERO 2105 - Aviation Regulations  Credit: 3 hours
- AERO 2107 - Aviation Law and Insurance  Credit: 3 hours
- AERO 2109 - Flight Principles  Credit: 3 hours
- MGMT 3101 - Business Statistics  Credit: 3 hours
- MGMT 3102 - Human Resource Management  Credit: 3 hours
- MGMT 3107 - Fundamentals of Operations Management  Credit: 3 hours
- AMGT 3203 - Airport Management  Credit: 3 hours
- AMGT 3314 - Purchasing and Supply Management  Credit: 3 hours
- AMGT 3204 - International Airline Business  Credit: 3 hours
- AMGT 3210 - Airline Management  Credit: 3 hours
- AMGT 4217 - Airline Technical Operations  Credit: 3 hours
- AMGT 4210 - Airline Financial Management  Credit: 3 hours
- AMKT 3209 - Airline Marketing  Credit: 3 hours

### Proposed Program of Study

**Area F Credit: 18 hours**
- ACCT 2101 - Principles of Accounting I  Credit: 3 hours
- ACCT 2102 - Principles of Accounting II  Credit: 3 hours
- BUSA 2105 - Communicating in the Business Environment  Credit: 3 hours
- ECON 2105 - Principles of Macroeconomics  Credit: 3 hours
- ECON 2106 - Principles of Microeconomics  Credit: 3 hours

*Choose One*
- ITEC 2201 - Business Information Applications  Credit: 3 hours
- BUSA 2201 - Fundamentals of Computer Applications  Credit: 3 hours

**Business Core Credit: 33 hours**
- BUSA 3101 - Business Ethics  Credit: 3 hours
- BUSA 3340 - Business Analysis using Excel  Credit: 3 hours
- FINA 3110 - Principles of Finance  Credit: 3 hours
- LEND 3135 - Legal Environment of Business  Credit: 3 hours
- MGMT 3104 - Business Statistics  Credit: 3 hours
- MGMT 3141 - Principles of Management  Credit: 3 hours
- MGMT 3165 - Production and Operations Management  Credit: 3 hours
- MGMT 3160 - Principles of Management Information Systems  Credit: 3 hours
- MGMT 4175 - International Economics  Credit: 3 hours
- MGMT 4195 - Strategic Management  Credit: 3 hours
- MKTG 3161 - Principles of Marketing  Credit: 3 hours

**General Business Core: 9 hrs**
- One ACCT 3000/4000 level course  Credit: 3 hours
- One MGMT 3000/4000 level course  Credit: 3 hours
- One MKTG 3000/4000 level course  Credit: 3 hours

**General Business Electives: 18 hrs**
- Six 3000/4000 level business electives
Airport Management Track Credit: 45 hours
- AERO 2104 - Aviation Safety Credit: 3 hours
- AERO 2105 - Aviation Regulations Credit: 3 hours
- AERO 2107 - Aviation Law & Insurance Credit: 3 hours
- AERO 2108 - Flight Principles Credit: 3 hours
- MGMT 3101 - Business Statistics Credit: 3 hours
- MGMT 3301* - Introduction to Logistics Credit: 3 hours
- MGMT 3102* - Human Resource Management Credit: 3 hours
- MGMT 3107** - Fundamentals of Operations Management Credit: 3 hours
- AMGT 3201 - Airport Management Credit: 3 hours
- AMGT 3205 - Airport Planning, Construction, and Environmental Management Credit: 3 hours
- AMGT 3209 - Airport Legislative Affairs, Marketing, Communications and Development Credit: 3 hours
- MGMT 3314* - Purchasing and Supply Management Credit: 3 hours
- AMGT 4206 - Airport Operations, Security, & Maintenance Credit: 3 hours
- AMGT 4211 - Airport Finance and Administration Credit: 3 hours
- MGMT 4301* - Principles of Transportation Credit: 3 hours

Note: The completed form is to be submitted using the sharepoint tool and website under the auspices of the Vice President for Academic Affairs (Submission url: https://sharepoint.bsu.edu/department/sites/academicaffairs/SitePages/Home.aspx).
Assessment Plan – School of Business
Proposed BSBA – General Business

PART I: UNIT AND PROGRAM SUMMARY INFORMATION

<table>
<thead>
<tr>
<th>Program Data</th>
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</thead>
<tbody>
<tr>
<td>Degree Level</td>
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<tr>
<td>School</td>
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<tr>
<td>Contact</td>
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</tbody>
</table>

Unit Mission

*Unit Mission:* a broad statement of the directions, values and aspirations of the department or school with regard to its programs. It should provide a clear description of the purpose of the unit and the learning environment. The mission should be overtly aligned with the university's mission.

"The Mission of the School of Business is to provide high quality undergraduate business programs targeted primarily to meet Central Georgia workforce needs. The School focuses on effective teaching and student learning for a diverse student population. Faculty engagement in scholarly activities, especially applied and pedagogical research, enhances classroom instruction. Faculty provide professional services to the community and their disciplines."

Program Goals

*Program Goals:* general, broadly stated, aims or purposes of the program and its curriculum. The goals should be meaningful, achievable, and assessable. They should be clearly aligned with the unit's and university's mission.

1) To educate and graduate students who are prepared to enter the workforce and contribute to the success of their organizations and/or continue their studies at the graduate level. (measured by SLO's and senior exit survey)
2) To educate students who demonstrate business knowledge at or above the national average as measured by the ETS Major Field examination in Business.

3) To maintain an environment where students have access to the resources they need to progress and graduate in a timely manner. (measured by detailing all of the student advising and extra-curricular activities in which we engage)

PART II: STUDENT LEARNING OUTCOMES

Student Learning Outcomes

*Student Learning Outcomes:* SLOs describe in concrete, measurable terms what program goals mean. They describe the knowledge, skills, abilities, capacities, attitudes, or dispositions you expect students to acquire in your *program*. SLOs describe what faculty deem important for students in the program to know, think, do, or value upon completion of the program. SLOs should be clearly stated and achievable. They should meaningfully define the educational objective, and, where possible, indicate desired level of attainment. Finally, SLOs must be assessable.

Provide a numbered list of 3-5 student learning outcomes for your program.

Within the context of a business environment, graduates of the BSBA – General Business program will:

1) analyze and discuss situations involving a global environment and diversity issues.
2) solve complex problems using quantitative and qualitative data.
3) analyze cases containing ethical issues, identify possible courses of action, and discuss the potential outcomes of those actions.
4) understand and be able to apply core concepts in business effectively.
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<table>
<thead>
<tr>
<th>SLO</th>
<th>Methods of Assessment</th>
<th>Where/When Tested?</th>
<th>Measure of Success</th>
<th>Analysis of Assessment Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Global/Diversity</td>
<td>Case Study</td>
<td>MGMT 4175 - Global Business and Management Spring semester</td>
<td>70% or more students answering each question correctly.</td>
<td></td>
</tr>
<tr>
<td>2 Data Analysis</td>
<td>Embedded questions.</td>
<td>MGMT 3165 - Production/Operations Management Spring semester</td>
<td>70% or more students answering each question correctly.</td>
<td></td>
</tr>
<tr>
<td>3 Ethics</td>
<td>Case Study</td>
<td>BUSA 3101 - Business Ethics Spring semester</td>
<td>70% or more students answering each question correctly.</td>
<td></td>
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<tr>
<td>4 Core Concepts</td>
<td>ETS Major Field Test¹</td>
<td>MGMT 4195 - Strategic Management Spring Semester</td>
<td>Score in the 50th percentile or above on each of the nine sections</td>
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<tr>
<td>5 Communication Skills</td>
<td>Oral presentation Written assignment</td>
<td>MGMT 4195 - Strategic Management Spring Semester</td>
<td>Average grade of 3.0 or better on a 5 point scale (excluding content)</td>
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¹Educational Testing Service Major Field Test in Business (sections include Accounting, Economics, Management, Quantitative Business Analysis, Finance, Marketing, Legal and Social Environment, Information Systems, and International Issues)
Prior Cycle Student Learning Initiatives

List and analyze all initiatives from previous assessment cycle. Compare actual results to measures of success.

New Student Learning Initiatives: Use of Results

Identifying gaps between benchmarks (measures of success) and results of assessment, describe new initiatives for continuous program improvement. (Continuation of prior cycle initiatives is acceptable if warranted by data analysis.)

Budget Considerations

Using the data/results/initiatives above describe if there is any change in funding needs for the program.

This documentation must be used for funding requests sent to VPAA in budgeting cycle.
PART IV: Complete College Georgia (CCG) Metrics

<table>
<thead>
<tr>
<th>CCG Metrics:</th>
<th>In support of Middle Georgia State University's Complete College Georgia (CCG) initiative, units will track and analyze (1) program enrollment (2) numbers of degrees conferred in the program (3) timely completion of degree (measured by student credit hours at graduation). Units may also track course completion ratios for select classes. Units must establish measures of success (benchmarks) in each target area on an annual basis. Data will be supplied by the Office of Institutional Effectiveness in May of each year.</th>
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### Enrollment

**Prior Cycle Measure of Success:**

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<th>Data:</th>
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<tbody>
<tr>
<td><strong>Spring 2010</strong></td>
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**Data Analysis:**

**New Measure of Success:**

### Degrees Conferred

**Prior Cycle Measure of Success:**

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<th>Data:</th>
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<tr>
<td><strong>2010</strong></td>
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**Data Analysis:**

**New Measure of Success:**

### Credit Hours at Graduation

**Prior Cycle Benchmark:**

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<th>Data:</th>
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</table>

**New Measure of Success:**
### Data Analysis:

### New Measure of Success:

### Prior Cycle CCG Program Initiatives

List and analyze all CCG initiatives from previous assessment cycle. Compare actual results to measures of success.

### New CCG Initiatives: Use of Results

Identifying gaps between benchmarks (measures of success) and results, describe new initiatives for continuous program improvement. (Continuation of prior cycle initiatives is acceptable if warranted by data analysis. List any continuing programs in this section)

### Budget Considerations

Using the data/results/initiatives above describe if there is any change in funding needs for the program.

*This documentation must be used for funding requests sent to VPAA in budgeting cycle.*