



**Academic Review Committee
Request Form: Program Revision**

ARC Use Only:
 ARC #: _____
 Program ID: _____
 Status: _____
(A=Approved, I=Info item only, R=Returned)
 Date rec'd by ARC: _____

Please submit the ORIGINAL of this request form and supporting documents (along with an electronic version) to your unit ARC representative who will deliver them to the Academic Review Committee.

SECTION A: Program Information

Program Title¹: Business Administration - Management Concentration

School(s): ASB Convening Group(s): MGMT

Proposal Date: 2/28/18 Effective Date: Fall 2015² Fall 2016⁹

Please attach a description of the proposed changes, and all supporting documentation.

SECTION B: Approvals

Reviewed and Approved by:

Title	Print name	Sign	Date
Convener	Abzus		2/28/17
Graduate Council Chair	X		
School Curriculum Committee chair	Burns		2/28/18
Dean	Petkus		2/28/18

ARC Disposition:

- Information item only - no ARC approval necessary
- Faculty Assembly approval not needed; ARC approves
- Faculty Assembly approval not needed; ARC does not approve
- ARC recommends approval by the Faculty Assembly
- ARC does NOT recommend approval by the Faculty Assembly

ARC Chair: _____ Date: _____
print & sign

The ARC recommends the following:

Office of the Provost Use Only:

Approved Not Approved Provost Signature _____ Date: _____

¹ If the request is to change the program title, enter the *current* title here

² Proposal must be received by ARC by October 15th 2014

PROGRAM ANNOUNCEMENT COVER PAGE

Date: February 23, 2018

Institution:	Ramapo College of New Jersey
New Program Title:	Bachelor of Science in Management
Degree Designation:	Bachelor of Science
Programmatic Mission Level for the Institution	Bachelor's
Degree Abbreviation:	B.S.
CIP Code and Nomenclature (<i>if possible</i>): <i>If outside the classification indicate Not</i>	520201
Campus(es) where the program will be offered:	Main Campus (Mahwah)
Date when program will begin (month and year):	September 2019
List the institutions with which articulation agreements will be arranged:	

Is licensure required of program graduates to gain employment? Yes No

Will the institution seek accreditation for this program? Yes No

If yes, list the accrediting organization:

Association to Advance Collegiate Schools of Business (AACSB)

Program Announcement Narrative

Objectives

page(s): 1

Need

page(s): 1

Student enrollments

page(s): 2

Program resources

page(s): 3

Converting the B.S. in Business Administration Management Concentration to
Full Program (**Management Major**) Status

1. Is the program degree level within the mission designation of the college?

The program degree level of undergraduate major is within the mission designation of Ramapo College and the Anisfield School of Business.

2. What is the need/impetus for the requested change?

a. External review?

A marketing research survey commissioned by the College and conducted by the independent research firm Grey & Associates in AY2016-2017 identified the value of converting the existing "Management Concentration of the Business Administration Major" into the simpler/clearer "Management Major."

b. Accreditation review?

The external review committees of the Association for the Advancement of Collegiate Schools of Business (AACSB), which accredits the Anisfield School of Business, reiterated the greater clarity of a "Management Major" as opposed to the current "Management Concentration of the Business Administration Major"

c. Other?

Current students, alumni, prospective students and their parents, current student employers, future student employers, faculty, administrators, and almost all other stakeholders have expressed confusion over the current program designation: "Management Concentration of the Business Administration Major."

Most of the stakeholders already refer to the program as "The Management Major." Indeed, nobody currently associated with the program shares the institutional memory as to why the program was not a "Management Major" from the beginning. Converting the concentration to a major will make it consistent with programs at other colleges while making it much more comprehensible to all of its publics. Indeed, the concentration has been "acting like" a major from its inception.

3. How long has the concentration been offered?

The concentration has been offered since the 1979 founding of the School of Administration and Business (renamed Anisfield School of Business in 2006).

4. What is the enrollment history?

Year	Management concentration
2011	221
2012	228
2013	272
2014	271
2015	258
2016	268
2017	269

5. Will the new program have sufficient content depth to justify classification as a major?

A benchmarking project undertaken by the Anisfield School of Business and the Management Concentration demonstrated conclusively that the courses that we currently offer as a concentration are often packaged as a major at peer, aspirant, and competitive institutions.

Student learning goals and outcomes and the current discipline-specific assessment plan are attached at the end of this document.

a. Will the new program have sufficient credits to justify classification as a major?

The newly designated program will have the same (sufficient) credits to justify classification as a major as the Business Administration Major/Management Concentration did--28 credits over and above the school core. Please see attached list of requirements.

b. How is the new program different from the existing degree program?

*The "new" program is different from the existing degree program **in name only**. All program requirements are identical (please see below).*

B.S. in MANAGEMENT Requirements (128 credits):

General Education Requirements: 32 Credits

Anisfield School of Business Math Requirement: 4 credits

Free Electives: 8 credits

Anisfield School of Business Core Requirements (56 credits):

ECON 101 - MICROECONOMICS

ECON 102 - INTRODUCTION TO MACROECONOMICS

ACCT 221 - PRINCIPLES OF FINANCIAL ACCOUNTING

ACCT 222 - PRINCIPLES OF MANAGERIAL ACCOUNTING

BADM 223 - BUSINESS LAW I

INFO 224 - PRINCIPLES OF INFORMATION TECHNOLOGY

BADM 225 - MANAGEMENT STATISTICS

MKTG 290 - MARKETING PRINCIPLES AND PRACTICES

FINC 301 - CORPORATE FINANCE I

MGMT 302 - MANAGING ORGANIZATIONAL BEHAVIOR

MGMT 370 - OPERATIONS MANAGEMENT

BADM 495 - STRATEGIC MANAGEMENT

INTERNATIONAL CATEGORY: SELECT ONE

IBUS 326 - FUNDAMENTALS OF INTERNATIONAL BUSINESS

IBUS 305 - POLITICS OF INTERNATIONAL INVESTMENT

IBUS 321 - CHINA AND OTHER BUSINESS ENVIRONMENTS IN ASIA

IBUS 335 - DOING BUSINESS IN LATIN AMERICA

IBUS 340 - EUROPEAN BUSINESS COMMUNITY

ECON 323 - COMPARATIVE ECONOMIC SYSTEMS

ECON 325 - INTERNATIONAL ECONOMICS

ETHICS CATEGORY: SELECT ONE

INFO 315 - COMPUTER LAW AND ETHICS

BADM 301 - ETHICS IN BUSINESS

Management Major Requirements (28 credits):

REQUIRED MANAGEMENT CONCENTRATION COURSES:

MGMT 340 - HUMAN RESOURCE MANAGEMENT

MGMT 401 - ORGANIZATIONAL ANALYSIS

MGMT 410 - LEADERSHIP STRATEGY AND SKILL

MANAGEMENT ELECTIVES: (SELECT ANY 4 COURSES)

MGMT 301 - BUSINESS COMMUNICATIONS

MGMT 303 - ENTERTAINMENT ARTS AND MEDIA MANAGEMENT

MGMT 306 - INTERPERSONAL WORKPLACE SKILLS

MGMT 315 - EVENT AND SPORT MANAGEMENT
MGMT 343 - LABOR RELATIONS
MGMT 346 - EFFECTIVE HIRING
MGMT 403 - CHANGE AND CRISIS MANAGEMENT
MGMT 428 - GENDER AT WORK
MGMT 324 - INVENTION FOR MANAGERS AND SCI
MGMT 390 - TOPICS:
MGMT 405 - MANAGING NON-PROFIT ORGANIZATIONS
MKTG 410 - ENTREPRENEURSHIP
MGMT 373 - MANAGEMENT SCIENCE
MGMT 374 - QUALITY MANAGEMENT
MGMT 471 - SUPPLY CHAIN MANAGEMENT
MGMT 472 - PROJECT MANAGEMENT

6. Will the college continue to offer the existing major?
a. In establishing the new major, what will be the impact on the existing major?

The College will discontinue the "Business Administration Major/Management Concentration" once all declared majors have changed their majors to the new degree, or graduated.

7. Would students currently enrolled in the concentration be "grandfathered" as to their degree title?
a. Can students choose either the title of the existing degree program or the title of the degree program created from the concentration as their graduation major?
b. Will current students receive the new degree designation?

Students who originally enrolled in the concentration would be given the choice to graduate with the B.S. in Management or to be grandfathered in and graduate with the B.S. in Business Administration, Management concentration..

8. Are sufficient resources available to support the new program in the following areas:
a. Personnel such as faculty and support staff

As this is not actually a new program, but merely a conversion of an existing program with sufficient supporting resources, the "new" program will, indeed, have sufficient resources available.

- b. Facilities

Please see a. above.

- c. Operating expenses--equipment, library resources, etc.

Please see a. above.

9. Since the proposed concentration is part of an approved ongoing program, will the proposed conversion create any additional duplication with ongoing programs at other colleges in New Jersey?

As this is merely a conversion of an existing program, the proposed conversion will not create any additional duplication with ongoing programs at other colleges in New Jersey.

Management Program Learning Goals and Objectives

(Goals 1-5 common to all business programs; Goal 6 unique to Management)

Goal 1: Communication: Our students will demonstrate effective oral and written communication using appropriate current technology.

Outcome 1: Students will deliver well-prepared oral presentations.

Outcome 2: Students will compose well-written business documents.

Goal 2: Ethics: Our students will consider the moral implications of business actions and processes, and propose ethically sound solutions.

Outcome 1: Students will detect ethical dilemmas and offer potential alternatives and solutions.

Goal 3: Foundation: Our students will have a broad-based knowledge in the functional areas of business.

Outcome 1: Students will comprehend principles and practices in key business disciplines.

Goal 4: Perspectives: Our students will consider diverse points of view and apply them towards issue resolution.

Outcome 1: Students will be able to identify and analyze different points of view when seeking to resolve business-related issues.

Goal 5: Reasoning: Our students will be critical thinkers and decision makers able to use qualitative and quantitative methods.

Outcome 1: Students will be able to identify and analyze problems and opportunities, generate alternatives, and recognize appropriate solutions.

Goal 6: Reasoning in the Discipline: Our students will be critical thinkers and decision makers able to use qualitative and quantitative methods.

Outcome 1: Management students will be critical thinkers and decision makers who are able to carry out systematic analysis. From a management perspective, students will be able to identify issues, analyze problems, recognize opportunities, and properly evaluate alternatives.

**Business Administration, Management Concentration: Assessment Plan, 2017-2018
Assessment Plan**

Goal: Reasoning: Our students will be critical thinkers and decision makers able to use qualitative and quantitative methods.

Outcome 1: Management students will be critical thinkers and decision makers who are able to carry out systematic analysis. They should be able to identify and analyze problems and opportunities and to evaluate alternatives, from a management perspective.

Measure 1: **Class-embedded measure:** Social Impact Management Proposal assignment.

- Who will assess the outcome? (e.g., faculty raters)
 - Faculty Raters (all 11 management faculty)
- What instrument or method will they use?
 - Reasoning Rubric (see attached)
- What student product will they use?
 - Graded "Social Impact Management Proposal" Assignment in Organizational Analysis Class
- What assessment process or methodology will they use? (e.g., IRR session, rubric, etc.)
 - Blind review after an inter-rater reliability session
- When will they measure?
 - Spring 2018
- In what courses or which student populations will they measure?
 - Fall Organizational Analysis classes (MGMT 401)
- How many student products will they assess?
 - All Management Concentrators taking Fall MGMT 401 class (N=53)

Achievement Target:

- a. 80% of students will be able to "identify the problem" at a satisfactory level or higher.
- b. 80% of students will be able to "use evidence" at a satisfactory level or higher.
- c. 80% of students will be able to "evaluate" at a satisfactory level or higher.

Measure 2: Indirect measure: Survey of Student Perception of Learning in capstone strategic management class.

- Who will assess the outcome? (e.g., faculty raters)
 - Assistant Dean of ASB
- What instrument or method will they use?
 - Paper Survey
- What student product will they use? (e.g., anonymity)
 - Anonymity
- What assessment process or methodology will they use? (e.g., IRR session, rubric, etc.)
 - Scale Scoring
- When will they measure?
 - Late April 2018
- In what courses or which student populations will they measure?
 - Strategic Management
- How many student products will they assess?
 - All Management Major surveys

Achievement Target: 80% of students will indicate that they have at least somewhat achieved the learning outcome, using a scale of 1 (not at all) to 7 (very much) with 4 (somewhat) in the middle. Students will rate their perceived learning separately in identifying and analyzing problems and opportunities, in generating alternatives, and in recognizing appropriate solutions.