Wilkes University Curriculum Committee

PROPOSAL SUBMITTAL FORM

Directions:
- Use this set of forms for all proposals sent to the Curriculum Committee.
- Pages 1-3 of this document are required. Any unnecessary forms should be deleted from the packet before submissions. If multiple forms are needed (course addition, course deletion, etc), simply copy and paste additional forms into this packet.
- Note that all new programs (majors and minors), program eliminations, significant program revisions and all general education core revisions must be reviewed and approved by the Provost and Academic Planning Committee (APC) prior to submission to the Curriculum Committee. The Provost will make the decision if a program revision requires APC review.
- Completed and signed forms are due no later than the second Tuesday of every month. Submit one signed original hard copy and a scanned electronic copy with all signatures to the Chair of the Curriculum Committee.

1. Originator: Drs. Marianne Rexer and Jennifer Edmonds
   Sidhu School of Business & Leadership

2. Proposal Title: Streamlined & Enhanced Prerequisites for the ABBA Program

3. Check only one type of proposal: (double click on the appropriate check box and change default value to “checked”).

☐ New Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC
☐ New Concentration, Track, or Certificate. The Provost determines if review and approval by APC is necessary.
☐ Elimination of Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.
☐ Elimination of Concentration, Track, or Certificate. The Provost determines if review and approval by APC is necessary.
☐ Program Revision. Significant revisions to a program require review and approval by the Provost. The Provost determines if review and approval by APC is necessary.
☐ General Education Revision. Submissions only accepted from the General Education Committee (GEC). Must be reviewed and approved by the Provost.
☐ Creation of new departments, elimination of existing department. This requires prior review and approval by the Provost and APC.
☐ Course additions or deletions not affecting programs (such as elective courses, transition of “topics” courses to permanent courses).
☐ Change in course credit or classroom hours.
☒ Incidental Changes. Includes changes in course/program title, course descriptions, and course prerequisites. (Although these changes do require approval by the Curriculum Committee, they do not go before the full faculty for approval).
☐ Other (Specify)
4. Indicate the number of course modification forms that apply to this proposal:

- Course Addition Form (plus syllabi)
- Course Deletion Form
- Course Change Forms

5. Executive Summary of Proposal. Briefly summarize this proposal. The breadth and depth of this executive summary should reflect the complexity and significance of the proposal. Include an overview of the proposal, background and reasoning behind the proposal and a description of how the proposal relates to the mission and strategic long-range plan of the unit and/or university. For incidental changes a one or two sentence explanation is adequate.

After an analysis of 97 colleges and universities - in which 63% are private, 76% are AACSB accredited, and 60% have fewer than 35 full-time faculty in the business school - student performance requirements have been summarized in the following table. The University GPA requirements across all colleges and universities are consistent.

<table>
<thead>
<tr>
<th></th>
<th>AACSB</th>
<th>ACBSP</th>
<th>Wilkes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business School overall GPA</td>
<td>2.30</td>
<td>1.88</td>
<td>2.00</td>
</tr>
<tr>
<td>requirement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business School major class</td>
<td>2.35</td>
<td>2.33</td>
<td>1.00</td>
</tr>
<tr>
<td>GPA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University GPA Requirement</td>
<td>2.00</td>
<td>2.01</td>
<td>2.00</td>
</tr>
</tbody>
</table>

The biggest discrepancy is the GPA requirement at the course level - only a 1.0 is required in almost every Sidhu course. This proposal outlines an increase to the minimum grade earned in core Business courses to a 2.0 from a 1.0. This proposal also streamlines the performance requirements for current and transfer students, in addition to internal and transferred courses. The intention of this proposal is to incorporate higher course, semester, and overall GPA requirements and thus higher student academic performance. The goal is to encourage students to work harder in each course and semester, thus leading to increased retention and graduation rates. These adjustments will also allow us to be more consistent with ACBSP/AACSB school practices. At these levels, we will begin to see improvements in the quality of students and student work in the Sidhu programs.

In addition, the intent of the courses in this program is to match the intent of the courses in the face-to-face Sidhu BBA programs.

*The Sidhu School of Business is currently accredited by the Accreditation Council for Business Schools and Programs, ACBSP. The accreditation focuses on recognizing teaching excellence, determining student learning outcomes, and a continuous improvement model.

*The Sidhu School of Business is currently a candidate for AACSB accreditation (AACSB = Association to Advance Collegiate Schools of Business). AACSB Accreditation is known, worldwide, as the longest standing, most recognized form of specialized/professional accreditation an institution and its business programs can earn.

6. Other specific information. (Not applicable for incidental changes.)

7. Program Outline. (Not applicable for incidental changes.)
8. Signatures and Recommendations. (please date)

- Signatures of involved Department chair(s) and Dean(s) indicate agreement with the proposal and that adequate resources (library, faculty, technology) are available to support proposal.
- If a potential signatory disagrees with a proposal he/she should write "I disagree with this proposal" and a signed statement should be attached to this submission.

Prof. Ruth Hughes, Chair - FAM Department
Signature
Date

Dr. Marianne Rexer, Director - ABBA Program
Signature
Date

Dr. Abel Adekola, Dean
Sidhu School of Business & Leadership

Mrs. Susan Hritzak, Registrar

NA
Dr. Anne Skleder
Provost (For new programs, significant revisions require approval by APC prior to Curriculum Committee)

NA
Print Name
Chair, Academic Planning Committee. For new programs, program revisions sent via the provost. Signature indicates that the proposal has been reviewed and approved by APC.

NA
Print Name
Signature
Date
Chair, General Education Committee. For revisions to General Education program only. (Signature indicates that the proposal has been approved by GEC).
c. Signatures and Recommendations. (please date)
   - Signatures of involved Department chair(s) and Dean(s) indicate agreement with the proposal and that adequate resources (library, faculty, technology) are available to support proposal.
   - If a potential signatory disagrees with a proposal he/she should write “I disagree with this proposal” and a signed statement should be attached to this submission.

Prof. Ruth Hughes
Chair - FAM Department  
Signature  
Date  

Dr. Marianne Rexer
Director - ABBA Program  
Signature  
Date  

Dr. Abel Adekola
Dean, Sidhu School of Business & Leadership  
Signature  
Date  

Mrs. Susan Hritzak
Registrar  
Signature  
Date  

NA
Dr. Anne Skleder  
Signature  
Date  

Provost (For new programs, significant revisions and revisions to the General Education Program revisions only).
   Provost should check here ___ if this proposal is a program revision AND the significance of the revision requires review and approval by APC prior to Curriculum Committee.

NA
Print Name  
Signature  
Date  

Chair, Academic Planning Committee. For new programs, program revisions sent via the provost. Signature indicates that the proposal has been reviewed and approved by APC.

NA
Print Name  
Signature  
Date  

Chair, General Education Committee. For revisions to General Education program only. (Signature indicates that the proposal has been approved by GEC).
Directions: Use this form to change information relating to an existing course. Please note, changes to course number require separate course addition/deletion forms (not this form!). Only indicate changes that are proposed (existing and proposed), other fields should be left blank.

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Existing Prerequisite</th>
<th>Proposed Prerequisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABBA 162</td>
<td>Managerial Accounting</td>
<td></td>
<td>ABBA 161 with a minimum grade of 2.0</td>
</tr>
<tr>
<td>ABBA 251</td>
<td>Principles of Management</td>
<td></td>
<td>ABBA 151 with a minimum grade of 2.0</td>
</tr>
<tr>
<td>ABBA 352</td>
<td>Production &amp; Operations in Business</td>
<td></td>
<td>ABBA 319 with a minimum grade of 2.0</td>
</tr>
<tr>
<td>ABBA 353</td>
<td>Management of Human Resources</td>
<td></td>
<td>ABBA 251 with a minimum grade of 2.0</td>
</tr>
<tr>
<td>ABBA 354</td>
<td>Organizational Studies</td>
<td></td>
<td>ABBA 251 with a minimum grade of 2.0</td>
</tr>
<tr>
<td>ABBA 358</td>
<td>International Business Management</td>
<td></td>
<td>ABBA 251 with a minimum grade of 2.0</td>
</tr>
<tr>
<td>ABBA 461</td>
<td>Business Strategy &amp; Decision Making</td>
<td></td>
<td>ABBA 354 with a minimum grade of 2.0</td>
</tr>
<tr>
<td>ABBA 462</td>
<td>Professional Business Experience</td>
<td></td>
<td>ABBA 251 with a minimum grade of 2.0, ABBA 221 with a minimum grade of 2.0, ABBA 240 with a minimum grade of 2.0</td>
</tr>
</tbody>
</table>
**Wilkes University Curriculum Committee**  
**COURSE CHANGE FORM**

**Directions:** Use this form to change information relating to an existing course. Please note, changes to course number require separate course addition/deletion forms (not this form!). Only indicate changes that are proposed (existing and proposed), other fields should be left blank.

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABBA 321</td>
<td></td>
<td>ABBA 221</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Marketing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Credit hours. (Indicate classroom, lab or “other” hours.)</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Prerequisites</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Course Description (as proposed for Bulletin)¹</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course provides an introduction to the planning and activities of marketing. The course will provide an understanding of the dynamic role marketing plays in the global and national economy as well as the organization. The student will have the opportunity to build a knowledge base about the following areas: strategic marketing, research, consumer behavior, segmentation and targeting, marketing mix planning, the selling process, implementation, and evaluation. Marketing challenges, ethical thinking and action, and global dimensions of the practice of marketing and retailing will be identified.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹ Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.
**Wilkes University Curriculum Committee**

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<tr>
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<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>ABBA 340</td>
<td>ABBA 240</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Number</th>
<th>ABBA 340</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Corporate Finance</td>
</tr>
<tr>
<td>Course Credit hours. (Indicate classroom, lab or “other” hours.)</td>
<td>3</td>
</tr>
<tr>
<td>Course Prerequisites</td>
<td></td>
</tr>
</tbody>
</table>

| Course Description (as proposed for Bulletin)\(^1\) | This course provides a study of the financial theories and decision-making models relating to: financial analysis and planning; working capital management; cash budgeting; capital asset acquisitions; capital asset financing; cost of capital; capital structuring; acquisitions; divestitures; and reorganizations. |

\(^1\) Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.
Directions: Use this form to change information relating to an existing course. Please note, changes to course number require separate course addition/deletion forms (not this form!). Only indicate changes that are proposed (existing and proposed), other fields should be left blank.

Course Number: ABBA 462
Course Title: Professional Business Experience

<table>
<thead>
<tr>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Description (as proposed for Bulletin)¹</td>
<td>This second capstone course is part of a three-session (15 week) professional business experience in which students apply their accumulated knowledge, skills, and abilities in a private or public organization related to the students' academic objectives and career goals. The course will include cooperative education, independent study, and/or an experiential component. ADVISOR PERMISSION REQUIRED.</td>
</tr>
<tr>
<td></td>
<td>This second capstone course is a professional business experience in which students apply their accumulated knowledge, skills, and abilities in a private or public organization related to the students' academic objectives and career goals. The course will include cooperative education, independent study, and/or an experiential component. ADVISOR PERMISSION REQUIRED.</td>
</tr>
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