Although these changes do require approval by the Curriculum Committee, they do not go beyond the faculty.

- Individual changes, including changes in course/program title, course descriptions, and course prerequisites.
- Change in course credit or classroom hours.
- Permanent course(s).
- Course additions or deletions affecting programs (such as elective courses, translation of topics, courses to
  - Non-credit and P/AC.
- Creation of new departments, reorganization of existing departments. This requires prior review and approval by the
  - General Education Committee (GE), which is necessary.
- Program revisions. Significant revisions to a program require review and approval by the Provost. The Provost, as the
  - Director of Curriculum, track, or certificate. The Provost determines if review and approval by AC is necessary.
- Elimination of concentration, track, or certificate. The Provost determines if review and approval by AC is necessary.
- New program (minor, major, off program). The Provost determines if review and approval by AC is necessary.

3. Check only 1 type of proposal (double-click on the appropriate check box and change default value to "on".)

2. Proposal Title: Modifications to the MBA Program.

Jennifer ebodams@wilkes.edu | 570.408.4719
MBA Program | School of Business Leadership

1. Originator: Dr. Jennifer Ebodams, Vice President Assi.

Curriculum Committee:

- Completed and signed forms are due no later than the second Thursday of every month. Submit one
decision on a Program Revision requires AC review.
- Planning Committee (AC) prior to submission to the Curriculum Committee. The Provost will make the
- Permanent changes to course requirements must be reviewed and approved by the Provost and Academic
- Note that all Program changes (major and minor) also require Program revisions.

- Submit additional forms into this packet.

- This set of forms for all proposals sent to the Curriculum Committee.

Proposal Submission Form

Wilkes University Curriculum Committee
6. Other specific information. (Not applicable for incidental changes).

The required courses, MBA 592, is proposed to transition to an elective course. To allow for more opportunities for exploration within the St John's Graduate Business Education offerings, one of the following new courses will be added to the curriculum:

1) Introduction to Entrepreneurship
2) Investment Banking
3) Technology Management

In addition, the current MBA program includes 33 credits of required courses, 6 credits of elective courses.

Industry and MBA professional evolve.

7. Program Outline. (Not applicable for incidental changes).

The courses currently in the curriculum include the following:

1) Introduction to Entrepreneurship
2) Investment Banking
3) Technology Management

The intent of this proposal is to slight adjust the Modigliani Net and course descriptions to be more consistent with current trends in MBA program curriculum. The course change forms include the following:

The Executive Summary of the Proposal: Briefly summarize this proposal. The breadth and depth of this executive summary should reflect the complexity and significance of the proposal.

Executive Summary of the Proposal:

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.

Course Change Forms

Course Change Form
Course Addition Form (plus syllabi)

4. Indicate the number of course modification forms that apply to this proposal.
The proposal has been reviewed and approved by GEC.

<table>
<thead>
<tr>
<th>Chair, General Education Committee, For Revisions to General Education Program only</th>
<th>Date</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N/A</td>
</tr>
</tbody>
</table>

Indicates that revisions have been reviewed and approved by APGC.

<table>
<thead>
<tr>
<th>Chair, Academic Planning Committee, For New Programs, Curriculum Revisions only</th>
<th>Date</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N/A</td>
</tr>
</tbody>
</table>

Requires review and approval by APC prior to Curriculum Committee.

<table>
<thead>
<tr>
<th>Proposal should check here if this proposal is a Program Revision and the significance of the revision</th>
<th>Date</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N/A</td>
</tr>
</tbody>
</table>

1. Mrs. Susan Hitzel
   Date 3/12/18
   Signature

Dean, School of Business & Leadership

2. Dr. Abdi Adeleka
   Date 2/12/18
   Signature

Chair - MIB Department

3. Chair - FPA Department
   Date 3/2/18
   Signature

Dr. George Xian

Porter Wright Hughes

4. Dr. Jennifer Emmonds
   Date 1/10/18
   Signature

MBA Program Director

Signed statement should be attached to this submission.

- If a potential signature disagree with a proposal he/she should write „I disagree with this proposal“ and a
  - Ineligible resources (library, faculty, technology) are available to support proposal
  - Signatures of involved department chair(s) and dean(s) indicate agreement with the proposal and that
Course Description:

Various Information Technologies
Advanced research methodologies for utilization of case analysis, regression, and correlation, and time series and forecasting. Course activities may include
simulating estimation and testing. Regression topics include probability distributions, models based on topics from statistics, and regression of data. Problems and the
presentation of data is taught with the emphasis of the course material.

Prerequisites:
The student must have a background in statistics and a
focus on Excel or similar spreadsheet software.

Course Title:
Business Research Design & Methods

MBA 512

Course Number:

Directions: Use this form to change information relating to an existing course. Please note, changes to course
course should be left blank. (existing and proposed) other fields should be filled.
number requires separate course addition/deletion forms (not this form). Only indicate changes that are proposed.
Course descriptions provide an overview of the topics covered. A list of notes follow this description. Course descriptions should be no more than two to three sentences in length.

| Logistics Providers | Integrated operations methods and
|                     | various business-related problems by
|                     | ability to approach
|                     | transportation issues, demand forecasting,
|                     | location methods, logistics and
|                     | global supply chain decisions, fairly
|                     | supply chain management, factors affecting
|                     | include but not limited to principles of
|                     | concepts and methodologies, topics
|                     | supply chain management processes.
|                     | This course provides an overview of key

| Operations Management | Course Title
|-----------------------|---------------
| MBA 522               | Courses
|                       | Pre-requisites

| MBA 526               | Course Title: Topics in Operations Management
|                       | MBA 526
|                       | Course Number:

(Existing and proposed) other fields should be left blank. Number required separate course addition/deletion forms (not this form). Only indicate changes that are proposed. Directions: Use this form to change information relating to an existing course. Please note, changes to courses Willkes University Curriculum Committee
No more than two to three sentences in length:

Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis,

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>Strategic marketing</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>MBA 501 (co-requisite)</td>
</tr>
<tr>
<td>Course Title</td>
<td>MBA 520</td>
</tr>
</tbody>
</table>

Provisional
<table>
<thead>
<tr>
<th>Course Number:</th>
<th>MBA 526</th>
<th>Topics in Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title:</td>
<td>MBA 520</td>
<td>Global eBusiness</td>
</tr>
<tr>
<td>Course Credit hours. (Indicate classroom, lab or “other” hours.):</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Course Description (as proposed for Bulletin):</td>
<td>This course will address select advanced topics in marketing. Topics will include business-to-business marketing, consumer behavior, international marketing, new product development, promotion, and other current management issues.</td>
<td>This course provides students with solid experience in creating market data-driven e-business strategies for the future success of a global business. The course examines the need for Global E-Business for business success internationally. (2) understand basic concepts of E-Business and E-Commerce; (3) develop suitable business strategies and critical decision making for E-Marketing; (4) understand how to make an E-marketing initiative as an integral part of the business through research in digital and social media-based companies; and (5) develop an ability to use and apply electronic business analytics, methods, and tools to make effective marketing across different cultures and countries. Course activities will likely include case studies, term projects, etc.</td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>Course Number: MBA 532</th>
<th><strong>Course Title:</strong> Managerial Economics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Existing</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Proposed</strong></td>
</tr>
<tr>
<td><strong>Course Credit Hours:</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Course Description:</strong> Problems of the firm and how to solve them.</td>
<td></td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>Course Number:</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 536</td>
<td>Topics in International Business</td>
<td>MBA 505</td>
</tr>
</tbody>
</table>

**Course Title**: Topics in International Business

- **Course Credit hours**: 3
- **Course Prerequisites**: MBA 501 (Corequisite)
- **Course Description (as proposed for Bulletin)**
  
  This course is designed to acquaint students with the practical principles and methods of international business practices. Subjects covered include the development and management of exports and imports, the functions and forms of the global monetary system, and the role of tariffs and how tariffs encourage competition. The course addresses the role of countries in international business, as well as the effects of economic, political, social, cultural, and legal systems on international business managers.

- **Course Description**: This course will cover recent global changes and developments. It will focus on the implications of international business for international managers and for their organization's strategy, structure, and function. The course is designed to acquaint the student with the advanced topics in global environment of international business policy that underlies much business analysis and decision-making.
<table>
<thead>
<tr>
<th>Course Title: MBA 540</th>
<th>Financial Management</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course Title</td>
<td>Financial Management</td>
<td></td>
</tr>
<tr>
<td>Course Credit hours</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Course Prerequisites</td>
<td>MBA 501 (co-requisite)</td>
<td></td>
</tr>
<tr>
<td>Course Description (as proposed for Bulletin)</td>
<td>A survey of the tools and techniques currently employed by financial decision makers when evaluating organizational performance and developing future courses of action. Emphasis will be placed upon working capital management and capital budgeting techniques.</td>
<td></td>
</tr>
<tr>
<td>Course Description (as proposed for Bulletin)</td>
<td>No change</td>
<td></td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>Course Number: MBA 555</th>
<th>Human Resources Law and Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Existing</strong></td>
<td>Course Title:</td>
</tr>
</tbody>
</table>
| | Course Credit hours. | (Indicate classroom, lab or "other" hours). | Course Prerequisites | Course Description (as proposed for Bulletin)
| | | | | This course offers a survey of the legal and financial environment of human resources. Students will learn to analyze the impact that statutory, administrative, and case law have upon human resource management. Design, management, and administration of compensation methods, as well as recent developments in benefits packages, are covered.
| | | | | This course offers a survey of the legal and financial environment of human resources. Students will learn to analyze the impact that statutory, administrative, and case law have upon human resource management. Design, management, and administration of compensation methods, as well as recent developments in benefits packages, are covered.
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| | | | | This course offers a survey of the legal and financial environment of human resources. Students will learn to analyze the impact that statutory, administrative, and case law have upon human resource management. Design, management, and administration of compensation methods, as well as recent developments in benefits packages, are covered.
<table>
<thead>
<tr>
<th>Course Title</th>
<th>Existing Credit Hours</th>
<th>Proposed Credit Hours</th>
<th>Course Prerequisites</th>
<th>Course Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 560</td>
<td>3</td>
<td>3</td>
<td>MBA 501 (co-requisite)</td>
<td>A basic understanding of both internal and external accounting principles and techniques with appropriate models. Financial and managerial accounting concepts and issues are considered from the viewpoint of the report users.</td>
</tr>
</tbody>
</table>

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
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.

Course Number: MBA 577
Course Title: Topics in Healthcare Management

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in Healthcare Management</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Prerequisites</th>
<th>MBA 501</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Description (as proposed for Bulletin)³</td>
<td>This course will address select topics in healthcare management. The purpose of the course is to provide the student a deeper understanding of how applying managerial techniques can improve the delivery of high-quality healthcare. Topics may include (but are not limited to) health law, epidemiology, marketing, finance, comparative health care systems and public policy. Course assignments may include case studies, research and field interviews of acknowledged experts in the field.</td>
</tr>
</tbody>
</table>

³ 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.
<table>
<thead>
<tr>
<th>Course Title</th>
<th>Existing</th>
<th>Proposed</th>
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</thead>
<tbody>
<tr>
<td>MBA 580 Business and Public Policy</td>
<td></td>
<td></td>
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<tr>
<td>Course Credit hours, lab or &quot;other&quot; hours.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Course Description (as proposed for Bulletin)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This course introduces students to the various public policies that impact directly and indirectly on business policy formation, including analysis of the ways in which the interests of the customer/client, the employer, the employee, the shareholder, and the society interface with optimal decision-making by business organizations. The course utilizes current business issues to provide students with the opportunity to think and write critically, while being sensitive to ethical, global, and policy dimensions.</td>
<td></td>
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<tr>
<td>MBA 505 Social, Legal, and Ethical Concepts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course Credit hours, lab or &quot;other&quot; hours.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course Description (as proposed for Bulletin)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This course provides students with an overview of the legal and ethical environment of conducting business. Students will analyze ways in which businesses interact with all stakeholders (customers, shareholders, employees, government, and society) to make decisions and the impact of those business issues on the company. The course also teaches students the opportunity to think and write critically about the current environment while also recognizing future trends.</td>
<td></td>
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</table>

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.
Course Description: An overview of the topics covered. If the course is offered on a scheduled basis, the appropriate conference(s)

Term: 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.

### MBA 522

**Business**

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Course Number</th>
<th>Course Pre-requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Projects in Business</td>
<td>MBA 592</td>
<td>MBA 512, MBA 520, MBA 530, MBA 540, MBA 560, MBA 580</td>
</tr>
</tbody>
</table>
Course Descriptions provide an overview of the topics covered, if the course is offered on a scheduled basis.

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 591</td>
<td>Strategic Management and Policy</td>
</tr>
</tbody>
</table>

Course Title: Strategic Management and Policy

MBA 591

Course Number: 591

Course Description: This course focuses on the application of strategic management principles and policies in the context of business decision-making. Students will learn to develop and implement strategic plans, analyze market trends, and manage resources effectively.

Course Pre-requisites: MBA 510, MBA 520

Course Co-requisites: MBA 520, MBA 530

Course Prerequisites: MBA 520, MBA 530

Course Requirements: This course is designed for students with a background in business administration and seeks to enhance their understanding of strategic management in various organizational settings.

Course Objectives: Students will be able to:

1. Analyze and develop strategic plans for business operations.
2. Evaluate market trends and their implications for strategic decision-making.
3. Manage resources effectively to achieve organizational goals.
4. Understand the role of leadership in strategic management.

Course Format: This course is offered on a scheduled basis. Students are expected to complete assigned readings, participate in class discussions, and submit assignments as per the course schedule.

Course Assessment: Assessment will be based on a combination of assignments, presentations, and a final exam. Students will be expected to demonstrate their understanding of strategic management concepts and their application in real-world scenarios.

Student Comments: Students have found the course to be highly relevant and insightful. Many have reported improved skills in strategic management and enhanced ability to analyze and implement strategic plans.

Course Questions: For any questions or concerns regarding the course, students are encouraged to contact the instructor directly.

Course Notes: This course is designed to meet the needs of both full-time and part-time students. It is recommended for those interested in pursuing careers in strategic management or related fields.

Course Resources: A list of recommended readings and resources will be provided at the beginning of the course.