APPROVAL FORM FOR

DEGREE PROGRAMS

MISSISSIPPI STATE UNIVERSITY

NOTE: This form is a cover sheet that must accompany the degree program change proposal. The actual proposal should be prepared in accordance with format requirements provided in the *Guide and Format for Curriculum Proposals* published by the UCCC. Both cover sheet and proposal should be submitted to UCCC Mail Stop 9702 (281 Garner Hall), Phone: 325-9410.

College: Business **Department:** n/a

Contact Person: Parker Ellen **Mail Stop:** 9588 **E-mail:** p.ellen@msstate.edu
Nature of Change: Modification **Date Initiated:** Spring 2023 **Effective Date:** Fall 2023

Current Degree Program Name: Bachelor of Business Administration
Major: Business Administration, Business Economics, Business Information Systems, Finance, Management, Marketing, Supply Chain Logistics
Concentration: Integrated Digital Marketing, International Business, PGA Golf Management

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Summary of Proposed Changes:

- Change BUS 4853 course name from "Business Policy" to "Strategic Management"
- Some course options are being removed to match the general curriculum

Approved:	Date:
Laura Marler Department Head	4/12/2023
Paul Cr Chair, College or School Curriculum Committee	4-13-23
Ken Nag Dean of College or School	4/13/23
Chair, University Committee on Courses and Curricula	
Chair, Deans Council	

1. CATALOG DESCRIPTION
   No changes to catalog description

2. CURRICULUM OUTLINE

CURRENT Degree Description	PROPOSED Degree Description
Degree: Bachelor of Business Administration Major: Business Administration, Business Economics, Business Information Systems, Finance, Management, Marketing, Supply Chain Logistics Concentration: applies to all concentrations	Degree: Bachelor of Business Administration Major: Business Administration, Business Economics, Business Information Systems, Finance, Management, Marketing, Supply Chain Logistics Concentration: applies to all concentrations
No changes to catalog description	No changes to catalog description

CURRENT CURRICULUM OUTLINE	Required Hours	PROPOSED CURRICULUM OUTLINE	Required Hours
English EN 1103 or *EN 1163 or* EN 1104 EN 1113 or EN 1173	6	English EN 1103 or EN 1104 EN 1113 or EN 1173	6
Mathematics MA 1313 MA 1613 or MA 1713 BQA 2113 or MA 2113 or ST 2113	9	Mathematics MA 1313 MA 1613 or MA 1713 BQA 2113 or MA 2113 or ST 2113	9
Fine Arts (General Education):	3	Fine Arts (General Education):	3
Science 2 Lab Sciences from Gen Ed	6	Science 2 Lab Sciences from Gen Ed	6
Humanities (General Education):	6	Humanities (General Education):	6
Social/Behavioral Sciences PS 1113 Choose one from General Education courses excluding AEC and EC	6	Social/Behavioral Sciences PS 1113 Choose one from General Education courses excluding AEC and EC	6
College Core BQA 3123 ACC 2013 ACC 2023 EC 2113 EC 2123	44	College Core BQA 3123 ACC 2013 ACC 2023 EC 2113 EC 2123	44

BL 2413 BIS 3233 MKT 3323 FIN 3123 MKT 3013 MGT 3113 *BUS 4853 - Business Policy* Oral Communication Requirement CO 1003 or CO 1013 Computer Literacy Requirement BIS 1012 or TECH 1273 Writing Requirement MGT 3213		BL 2413 BIS 3233 MKT 3323 FIN 3123 MKT 3013 MGT 3113 **BUS 4853 - Strategic Management** Oral Communication Requirement CO 1003 or CO 1013 Computer Literacy Requirement BIS 1012 or TECH 1273 Writing Requirement MGT 3213	
Major Core & Electives Varies by major and concentration Business Administration Free electives 16 Business Economics Free electives 22 Business Information Systems Free electives 4 Finance (& RMI conc) Free electives 16 Management Free electives 19 Marketing Free electives 19 Marketing-PGM concentration Free electives 0 Marketing-SCM concentration Free electives 19	43	Major Core & Electives Varies by major and concentration Business Administration Free electives 16 **Business Administration-IB** **Free electives 7** Business Economics Free electives 22 **Business Economics-IB** **Free electives 7** Business Information Systems Free electives 4 Finance (& RMI conc) Free electives 16 **Finance-IB** **Free electives 7** Management Free electives 19 **Management-IB** **Free electives 7** Marketing Free electives 19 Marketing-PGM concentration Free electives 0 Marketing-SCM concentration Free electives 19	43

Marketing-IDM concentration Free electives 19 Supply Chain Logistics Free electives 19		Marketing-IDM concentration Free electives 19 **Marketing-IB** **Free electives 7** Supply Chain Logistics Free electives 19	
Total Hours	123	Total Hours	123

3. JUSTIFICATION AND STUDENT LEARNING OUTCOMES

Name Change Justification: All of the majors and concentrations under the Bachelor of Business Administration are required to take BUS 4853, currently named "Business Policy." Over the past several decades, the management field has shifted away from this term, in favor of "Strategic Management." For example, the Academy of Management division has changed its name to "Strategic Management" and the Strategic Management Society has ceased using the term "policy" in any of their interest groups. Additionally, faculty teaching BUS 4853 use "strategic management" textbooks. This modification more appropriately labels the course and establishes consistency between the course name and content / student learning outcomes.

Curriculum Change Justification: Some course options are being removed to match changes in the general curriculum.

Student Learning Outcomes

- Critical Thinking: Students will be able to analyze and integrate information to solve problems and make business decisions.
- Data Analysis Using Information Technology: Students will demonstrate proficiency in the use of information technology tools and concepts vital to productivity.
- Communication: Students will demonstrate proficiency in written and spoken communication skills.
- Ethics: Students will demonstrate an understanding of the ethical and legal ramifications of business decisions.
- Diversity: Students will understand the impact of a demographically and culturally diverse business environment.

4. SUPPORT
See attached letter of support from the department heads

5. PROPOSED 4-LETTER ABBREVIATION
Majors included: BIS, BUAD, ECO, FINA, MGT, MKT, SCLO

6. EFFECTIVE DATE
Fall 2023