

## **MBA 6020 Professional Experience**

### **Workflow Curriculum Modification - Course Change**

**Please verify your answers to the previous questions before clicking **Submit Request** at the bottom of the page.**

**1. Proposed course prefix and number:**

MBA 6020

**2. Proposed credit hours:**

3

**3. Proposed course title:**

Professional Experience

**4. Proposed course prerequisites:**

None

**5. Proposed course corequisites:**

None

**6. Proposed course prerequisites that may be taken concurrently (before or at the same time):**

None

**7. Minimum grade for prerequisites (default grades are D for Undergrad and C for Grad):**

None

**8. Major and/or minor restrictions:**

Include

**9. List all the four-digit major and/or minor codes (from Banner) that are to be included or excluded:**

ACTM, MBAM, MBBM, MBFM, MBGM, MBHM, MBIM, MBKM, MBSM

**10. Classification restrictions:**

Not Applicable

**11. List all the classifications (freshman, sophomore, junior, senior) that are to be included or excluded:**

None

**12. Level restriction:**

Include

**13. List the level (undergraduate, graduate) that is to be included or excluded.**

GR

**14. Do prerequisites and corequisites for 5000-level courses apply to undergraduates, graduates, or both?**

Not Applicable

**15. Is this a multi-topic course?**

No

**16. Proposed course title to be entered in Banner:**

Professional Experience

**17. Is this course repeatable for credit?**

No

**18. Is this course mandatory credit/no credit?**

No

**19. Select class type:**

Independent Study

**20. How many contact hours per week for this course?**

0

**A. Please choose Yes or No to indicate if this class is a Teacher Education class:**

No

**B. Please choose the applicable class level:**

Graduate

**C. Please respond Yes if this is a current general education course and/or a course being submitted for the new WMU Essential Studies program. Please respond No if it is neither.**

No

**D. Explain briefly and clearly the proposed improvement.**

This course fits with the re-engineering of the MBA curriculum at Western Michigan University to provide entry and middle level managers skills and knowledge that advance their careers through (1) credit for life experiences, (2) skill-based curricula, i.e. every course provides skills that can be immediately applied in professional life, and (3) hybrid/hyflex/online courses that

maintain benefits of live relationships and interaction, but reduce the time required to be on-campus.

**E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).**

Popularity of the traditional MBA is shrinking. Between 2014 and 2018, the number of accredited full-time M.B.A. programs in the U.S. shrank 9% to 1,189, with schools reporting 119 fewer two-year degrees in the most recent survey by the Association to Advance Collegiate Schools of Business. For the second consecutive year, even the highest ranked business schools in the U.S. are beginning to report significant declines in M.B.A. applications and the worse is yet to come, with many M.B.A. programs experiencing double-digit declines. About 10% to 20% of the top 100 M.B.A. programs in the U.S. will likely close in the next few years, with even greater fallout among second- and third-tier schools. On-line and specialized skills (credentials) are increasing. Shorter and more-flexible graduate business degrees have proliferated. Specialized subjects like data analytics are growing at 16%, on-line MBA programs have doubled in the last six years. Enrollment in the MBA program at WMU overall has declined 31% from its peak in fall 2010 to fall 2018. Main campus enrollment was down 30.9% and enrollment at regional sites was down 42.1%.

**F. List the student learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.**

For experience to be considered for credit, students must put together a portfolio that describes and documents the knowledge and experiences that has been learned and tie these to relevant competencies that they have acquired. Students need to explain in detail how these experiences have manifested themselves in their current knowledge base. An individual's experiences need to have resulted in specific skills and knowledge relating to the learning objectives that the MBA program has established. Specifically: 1) Extensive Leadership and Management Experience (for example, working five years as a manager overseeing 15 employees with an annual operating budget of \$10 million) 2) Managerial Decision Making - which encompasses: a. Extensive knowledge of, or significant experience working on projects that utilized, data analysis; b. Extensive knowledge of functional business areas (for example, earning a CPA); c. Extensive experience in developing strategic business plans. 3) Extensive experience in Communication-related activities, knowledge and skills (for example, being proficient in German and working in Germany for 2 years time).

**G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.**

This curriculum change is a result of research into market trends and the needs of business professionals and hiring organizations. Specific Learning Goals that will be assessed in the new program includes: 1. Students will be knowledgeable about and be able to put into practice effective Leadership Skills 2. Students will be knowledgeable about and be able to put into practice effective Communication Skills 3. Students will gain knowledge and be proficient in Strategic Decision Making by gaining an understanding of data analysis, functional business areas and the ability to develop strategic plans for business.

**H. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.**

N/A

**I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.**

This elective course allows students to meet the requirements of the new MBA

**J. Effects on enrolled students: are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.**

There will be no effect on students meeting the graduation requirements.

**K. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?**

Our anticipated audiences are our current Haworth College of Business graduate students as well as other graduate students at WMU. In the short-term, we do not anticipate any significant change in demand for this course.

**L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)**

There is no expected change in relation to departmental or university resources.

**M. With the change from General Education to WMU Essential Studies, this question is no longer used.**

**For courses requesting approval as a WMU Essential Studies course, a syllabus identifying the student learning outcomes and an action plan for assessing the student learning outcomes must be attached in the Banner Workflow system.**

Not Applicable

**N. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to**

**Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.**

N/A

**O. Current catalog copy:**

N/A - this is a new course.

**P. Proposed catalog copy:**

MBA 6020 - Professional Experience WMU recognizes the value of significant adult experiential learning outside of the formal classroom and this course offers the opportunity for students to obtain academic credit for that knowledge. The requirement to obtain credit for this course is based on “competencies” rather than on course “equivalents” and allows students to have their knowledge recognized, regardless of whether WMU offers specific courses pertaining to the experience that they have acquired. For experience to be considered for credit, students must fill out an application which includes a portfolio that describes and documents the knowledge and experiences that has been learned and tie these to relevant competencies that they have acquired. Students need to explain in detail how these experiences have manifested themselves in their current knowledge base. Students must submit an application and be approved to take this course.

Prerequisites/Corequisites: None. Credits: 3 hours Restrictions Enrollment in HCOB graduate business courses requires admission to the MBA or MSA program or the approval of the Director of Graduate Business Programs. Notes: Open to Graduate students only. When Offered: Fall, Spring, Summer 1, Summer

**MBA 6020**  
**PROFESSIONAL EXPERIENCE**  
**Example Syllabus**

***COURSE DESCRIPTION***

WMU recognizes the value of significant adult experiential learning outside of the formal classroom and this course offers the opportunity for students to obtain academic credit for that knowledge. The requirement to obtain credit for this course is based on “competencies” rather than on course “equivalents” and allows students to have their knowledge recognized, regardless of whether WMU offers specific courses pertaining to the experience that they have acquired.

As an adult, much of one’s personal and professional development has probably occurred outside the traditional academic classroom. Through such experiences, individuals may have acquired skills and knowledge that could satisfy the learning objectives of this course.

For assessment purposes, we categorize students’ prior-learning experiences into four areas:

- **Work Experiences** (based on employment positions)
- **Training Experiences** (e.g., workshops, seminars, or classes taken to enhance learning and professional development)
- **Degree, Licensure and/or Certificate** (formal designation and recognition of significant expertise from an accredited organization, state or federal government agency, and/or institution of higher learning).
- **Life Experiences** (other, less-formal, volunteer-type interests and activities that are of substantial duration and have resulted in college-level learning)

For experience to be considered for credit, students must put together a portfolio that describes and documents the knowledge and experiences that has been learned and tie these to relevant competencies that they have acquired. Students need to explain in detail how these experiences have manifested themselves in their current knowledge base.

An individual’s experiences need to have resulted in specific skills and knowledge relating to the learning objectives that the MBA program has established. Specifically:

- 1) Extensive Leadership and Management Experience (for example, working five years as a manager overseeing 15 employees with an annual operating budget of \$10 million)
- 2) Managerial Decision Making - which encompasses:
  - a. Extensive knowledge of, or significant experience working on projects that utilized, data analysis;
  - b. Extensive knowledge of functional business areas (for example, earning a CPA);
  - c. Extensive experience in developing strategic business plans.
- 3) Extensive experience in Communication-related activities, knowledge and skills (for example, being proficient in German and working in Germany for 2 years time).

## ***REQUIRED MATERIALS***

To be considered for credit for this course, students need to fill out a formal application which includes a portfolio of their prior learning experience.

Below is an outline of the portfolio to be included in the application:

Section I – Personal, Educational and Work Background Information

Section III – Specific Expertise and Experiential Learning (provide evidence of learning when applicable in the following sections or in the Appendix)

- A. Work Experience
- B. Training
- C. Degree and Licensure or Certificate
- D. Life Experience

Section III – Overview of Relevant Expertise and Prior Experiential Learning

Section IV – Appendix – other relevant materials (for example copies of certificates, letters from supervisors, diplomas, etc).

## ***COURSE EVALUATION***

A key criterion in the evaluation of the portfolio is student applicant's ability to organize and present verifiable evidence of their experience and knowledge through proper documentation and a narrative that explains the rationale for the claim for credit.

Supporting documentation may include:

- Current and past job titles and descriptions of responsibilities in public and private organizations including the military
- Professional Certifications, Licensing and/or Graduate Degrees Earned
- Descriptions and verification of substantial projects or programs in which they played a key role
- Other specific knowledge, skills, and/or abilities
- Other appropriate forms of documentation verifying learning or achievement

There will be no fewer than two faculty members who will assess the portfolio of those students applying for professional experience credit. These reviewers will be assigned by the Graduate Program Committee and will determine whether the student will be granted credit for the course (a total of 3 credits).

If credits are awarded for Professional Experience, they shall be graded "Credit" or "No Credit." "Credit" and will be posted on the transcript without letter grade or honor points.

## ***UNIVERSITY GUIDELINES***

Latest WMU guidelines (academic integrity, accommodations for persons with disabilities, etc.) that are required to be included in syllabus.