

MBA 6022 Current Issues in Business

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 6022

2. Proposed credit hours:

3

3. Proposed course title:

Current Issues in Business

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:

Current Issues in Business

17. Is this course repeatable for credit?

No

18. Is this course mandatory credit/no credit?

No

19. Select class type:

Lecture/Lab/Discussion

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

3

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. Specifically, this course will present an in-depth analysis of unique issues that currently affect businesses and/or consumers. The knowledge gained from the course may provide students the opportunity to apply what they learned to address this issue in their own organization.

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.

The objective of the course is for students to develop a strong understanding of a current business issue and be able to define, outline and discuss key points within the topic. In addition, they will recognize its relation to the broader political, social, economic, and historical environment and be able to present practical implications for organizations as well as for society-at-large. These course objectives fit well with the overall Learning Goals for the MBA program. Specifically: 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

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 6022 - Current Issues in Business This course will focus on a leading-edge contemporary business issue. Specifically, this course will consist of an in-depth examination of a current relevant issue that affects businesses. Students will develop a strong understanding of a current business issue and be able to define, outline and discuss key points within the topic. In addition, they will recognize its relation to the broader political, social, economic, and historical environment and be able to present practical implications for organizations as well as for society-at-large.

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 6022
CURRENT ISSUES IN BUSINESS
Example Syllabus

PROFESSOR:

OFFICE:

OFFICE PHONE:

OFFICE HOURS:

EMAIL ADDRESS:

PREREQUISITE: Completion of all MBA basic core requirements, admission to the MBA program or MSA, or consent of the HCOB Director of graduate programs.

COURSE DESCRIPTION

This course will focus on a leading-edge contemporary business issue. Specifically, this course will consist of an in-depth examination of a current relevant issue that affects businesses. The topics for the course will be reviewed and approved by faculty in the Graduate Programs Council and the Associate Dean of Graduate Studies.

LEARNING OBJECTIVES

The objective of the course is for students to develop a strong understanding of a current business issue and be able to define, outline and discuss key points within the topic. In addition, they will recognize its relation to the broader political, social, economic, and historical environment and be able to present practical implications for organizations as well as for society-at-large.

These course objectives fit well with the overall Learning Goals for the MBA program. Specifically:

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*

COURSE DELIVERY:

Course delivery method will vary based on the expertise of the instructor and the needs of the student. The method chosen (hybrid/hyflex/online) must maintain the benefits of developing and nurturing relationships through regular live student-to-student/student-to-instructor interactions. Given the emphasis on participative and experiential learning, the course may involve in-class exercises, presentations, case studies and group/team activities.

Guest speakers, who are experts in the field, may also be utilized to present their views of the topic.

REQUIRED MATERIALS

The materials that would be required for MBA 6021 will be determined by the instructor and based on their ability to contribute to achieving the course learning objectives. These may include (but are not limited to) textbooks, course packets, articles, videos, case studies, information on internet sites, etc.

COURSE EVALUATION

The methods and outcomes from which to evaluate the course may include (but are not limited to): **examinations** (preferably essay/short answer), **written assignments** (in-class and/or out-of-class - in general, these will tend to be practical and informative assignments that will help to better understand how to apply strategic decision-making in marketing to solve business problems), **presentations** (communication skills), **class participation**, **teamwork/leadership assessments**, etc.

UNIVERSITY GUIDELINES

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