**NOT FOR USE FOR CURRICULAR COURSE CHANGES**

**REQUEST FOR PROGRAM IMPROVEMENTS**

**NOTE: Changes to programs may require course changes, which must be processed electronically. Any questions should be directed to Associate Provost David Reinhold at 7-4564 or** [**david.reinhold@wmich.edu**](mailto:david.reinhold@wmich.edu)

**DEPARTMENT:** MKTG **COLLEGE:** HCoB

**PROPOSED EFFECTIVE FALL YEAR:** Fall 2019

**PROPOSED IMPROVEMENTS:** *Academic Program Proposed Improvements*

New degree\*  Revised major  Deletion (required by others)

New major\*  New minor  Deletion (not required by others)

New curriculum\*  Revised minor  Change in Title

New concentration\*  Admission requirements  Transfer

New certificate  Graduation requirements

Other (explain\*\*) **\*\* Other:**

**Title of degree, curriculum, major, minor, concentration, or certificate:** Integrated Supply Management

|  |  |
| --- | --- |
| **Chair, Department Curriculum Committee:** | **Date** |

**CHECKLIST FOR DEPARTMENT CHAIRS/DIRECTORS**

For new programs and other changes that have resource implications, the dean has been consulted.

When appropriate, letters of support from department faculty are attached.

When appropriate, letters of support from other departments in the same college are attached.

When appropriate, letters of support from other college deans, whose programs/courses may be affected by the change, are attached.

The proposal has been reviewed by HIGE for possible implications for international student enrollment.

The proposal is consistent with the departmental assessment plan, and identifies measurable learning outcomes for assessment.

Detailed resource plan is attached where appropriate.

All questions attached have been completed and supporting documents are attached.

The proposal is written and complete as outlined in the Faculty Senate guidelines and the curriculum change guides.

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| --- | --- |
| **Chair/Director:** | **Date** |

**CHECKLIST FOR COLLEGE CURRICULUM COMMITTEE**

The academic quality of the proposal and the faculty involved has been reviewed.

Detailed resource plan is attached where appropriate.

Consistency between the proposal and the relevant catalog language has been confirmed.

The proposal has been reviewed for effect on students transferring from Michigan community colleges. Detailed information on transfer articulation must be included with undergraduate proposals.

Consistency between the proposal and the College and department assessment plans has been confirmed.

Consistency between the proposal and the College and department strategic plans has been confirmed.

All questions attached have been completed and supporting documents are attached.

The proposal is written and complete as outlined in the Faculty Senate guidelines and the curriculum change guides.

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| --- | --- |
| **Chair, College Curriculum Committee:** | **Date** |

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**REQUEST FOR PROGRAM IMPROVEMENTS**

**CHECKLIST FOR COLLEGE DEANS**

For new programs and proposed program deletions, the provost has been consulted.

For new programs, letter of support from University Libraries Dean indicating library resource requirements have been met.

When appropriate, letters of support from other college faculty and/or chairs are attached.

When appropriate, letters of support from other college deans, whose programs/courses may be affected by the change, are attached.

The proposal has been reviewed for implications for accreditation, certification, or licensure.

Detailed resource plan is attached where appropriate.

All questions attached have been completed and supporting documents are attached.

The proposal is written and complete as outlined in the Faculty Senate guidelines and the curriculum change guides.

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| --- | --- |
| **Dean:** | **Date** |

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| --- | --- | --- | --- |
| **FOR PROPOSALS REQUIRING REVIEW BY:**  GSC/USC; EPGC, GRADUATE COLLEGE, and/or FACULTY SENATE EXECUTIVE BOARD | | | |
| Approve  Disapprove | Chair, GSC/USC: | Date |
| Approve  Disapprove | Chair, EPGC: | Date |
| Approve  Disapprove | Graduate College Dean: | Date: |
| Approve  Disapprove | Faculty Senate President: | Date |
|  |  |  |
| Approve  Disapprove | Provost: | Date |

**NOT FOR USE FOR CURRICULAR COURSE CHANGES**

**REQUEST FOR PROGRAM IMPROVEMENTS**

1. **Explain briefly and clearly the proposed improvement:**

Add newly created equivalent courses in marketing as options for the required courses in the major. The new course options are:

|  |  |
| --- | --- |
| **Current Course** | **New Equivalent** |
| MGMT 2800 | MKTG 2800 |
| MGMT 3200 | MKTG 3200 |
| MGMT 3810 | MKTG 3810 |
| MGMT 4640 | MKTG 4640 |

1. **Rationale. Give your reason(s) for the proposed improvement.**

Faculty who teach in the program are in two different departments—management and marketing. The expertise for these courses is not necessarily limited to faculty in one department. Creating the new courses and adding them to the major will provide more flexibility in scheduling and better use of resources.

1. **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.**

None.

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

This change will provide more flexibility in scheduling and better use of resources.

1. **Alignment with college’s and department’s strategic plan, mission, and vision.**

This change supports the programs plan to increase offerings in supply chain management certificate programs in Florida by providing increased flexibility in scheduling faculty.

1. **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.**

This proposal will make it easier for students to graduate on time because of the increased scheduling flexibility.

1. **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?**

This is an existing program and will not change market demand. It should increase the effective capacity of the program.

1. **Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. If proposing a new program, include a letter and/or email of support from the university libraries affirming that the library resource issues have been reviewed. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)**

This will have no impact on other university resources.

1. **List the learning outcomes for the revised or proposed major, minor, or concentration. The department will use these outcomes for future assessments of the program.**

No changes are required to the learning outcomes as a result of this change.

1. **Describe how this change is a response to assessment outcomes that are part of a department or college assessment plan or informal assessment activities.**

This change is the result of review of the program’s resources as a result of planning for the new certificate programs at the master’s level.

1. **(Undergraduate proposals only) Describe in detail how this change affects transfer articulation for Michigan community colleges. 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.**

These changes only impact junior- and senior-level offerings. There is no impact on articulation agreements.

1. **Please offer both “Current Catalog Language” and “Proposed Catalog Language” if there is to be a change in the catalog description for a given program. For the “current” language, please copy and paste relevant language from the most current catalog and for the “proposed” language, please share the exact proposed new catalog language. As possible, bold or otherwise note the key changes in the new proposed catalog language.**

**Current Catalog Language**

Admission Requirements

Only the Office of Admissions and Orientation grants admission to Western Michigan University for undergraduate students. Application forms may be obtained from that office or the University’s website at www.wmich.edu.

The Integrated Supply Management (ISM) major is in high demand. Because the resources required for this major are limited, there is an acceptance process for students seeking to pursue the Integrated Supply Management degree. Upon acceptance into the Haworth College of Business, students requesting the ISM major will be conditionally designated as an ISM major to facilitate registration for courses. Acceptance will only be confirmed when the student completes the application process and is accepted into the program. Students who either do not complete the application process or who are not accepted into the program will be removed from any classes restricted to ISM majors.

Students must complete the application process for spring semester admission by December 1 and will be notified of their status no later than December 23. The application process for acceptance in fall semester must be completed by April 15 and students will be notified of their status no later than May 15. Students must begin the application process in the Haworth College of Business Office of Advising and Admissions. Students applying to the ISM program must be eligible for and complete an application to the Haworth College of Business or already be accepted into the Haworth College of Business.

Applicants are evaluated using the following four criteria:

Resume

Statement of Purpose

ISM Faculty Member Interview

Overall GPA

Because most employers require a minimum 3.0 GPA to be considered for internships or full-time employment, the student’s overall GPA is a critical factor in the acceptance decision.

In addition to the courses listed below, ISM majors must complete an internship or have related work experience prior to graduation.

Required Courses

EDMM 1420 - Engineering Graphics Credits: 3 hours

EDMM 1500 - Introduction to Manufacturing Credits: 3 hours

EDMM 1501 - Processes and Materials in Manufacturing Laboratory Credits: 1 hour

EDMM 3280 - Quality Assurance and Control Credits: 3 hours

MGMT 2800 - Introduction to Supply Management Credits: 3 hours

MGMT 3200 - Managing ERP Systems Credits: 3 hours

MGMT 3810 - Applied Six Sigma Problem-Solving Credits: 3 hours

MGMT 4640 - Production Management and Control Credits: 3 hours

MKTG 3720 - Sourcing and Purchasing Credits: 3 hours

MKTG 4630 - Supply Chain Logistics Credits: 3 hours

And Either:

EDMM 4880 - Applied Process Reengineering Credits: 3 hours

OR

MKTG 4880 - Applied Process Reengineering Credits: 3 hours

And Either:

LAW 4840 - International Business Law Credits: 3 hours

OR

LAW 4860 - Marketing and Sales Law Credits: 3 hours

And Either:

GEOG 3010 - Fundamentals of Geographic Information Systems Credits: 4 hours

OR

EDMM 4870 - Manufacturing Productivity Techniques Credits: 3 hours

OR

EM 5120 - Management of Service Operations Credits: 3 hours

Electives

Select two additional courses (6 credit hours) from the following:

Basic or intermediate foreign language courses (1000, 1010, 2000 or 2010)

ACTY 3100 - Financial Accounting I Credits: 3 hours

ACTY 3220 - Managerial Accounting - Concepts and Practices Credits: 3 hours

BCM 4540 - Intercultural Business Communication Credits: 3 hours

BUS 3960 - Study Abroad Seminar Credits: 1 to 6 hours

CIS 2640 - Business Analytics I Credits: 3 hours

CIS 3640 - Business Analytics II Credits: 3 hours

CIS 4640 - Business Data Mining Credits: 3 hours

EDMM 3050 - Work Analysis Credits: 3 hours

EM 5080 - Advanced Quality Management Credits: 3 hours

FIN 3100 - Introduction to Financial Markets Credits: 3 hours

FIN 4420 - International Finance Credits: 3 hours

GEOG 2440 - Economic Geography Credits: 3 hours

IEE 5200 - Modern Industrial Practices Credits: 3 hours

MGMT 2140 - Exploring Entrepreneurship Credits: 3 hours

MKTG 2750 - Global Negotiation Credits: 3 hours

OR

A major or minor in the following areas (if offered and available): accounting, business analytics, computer information systems, economics, entrepreneurship, finance, food and consumer package goods marketing, foreign language, international business, management, marketing or sales and business marketing.

**Proposed Catalog Language**

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