Date of request: 29-AUG-2018

Request ID: B-2018-FCL-49

College: B

Department: FCL

Initiator name: Norman Hawker

Initiator email: norman.hawker@wmich.edu

Proposed effective term: 201940

Does course need General Education approval?: N

Will course be used in teacher education?: N

If 5000 level course, prerequisites apply to: G

Proposed course data:

New Course FCL 6990

New course selected: This new course is not seeking approval as a general education course.

1. Proposed course prefix and number:

FCL 6990

2. Proposed credit hours:

3

3. Proposed course title:

Strategic Business - Finance and Law

4. Proposed course prerequisites:

ACTY 6110, (FIN 6120 or FCL 6120), MKTG 6130, (MKTG 6140 or MGMT 6140), MGMT 6170; or approval of the HCOB director of graduate programs.

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):

C

8. Major and/or minor restrictions:

Not Applicable

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

none

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:

Strategic Bus – Fin & Law

17. Is this course repeatable for credit?

No

18. Is this course mandatory credit/no credit?

No

19. Select class type:

Lecture

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 choose Yes or No to indicate if this class is a General Education class:

No

D. Explain briefly and clearly the proposed improvement.

The current MBA requirement is for students to take BUS 6990. The course focuses on strategic business solutions. The proposed course will continue to focus on strategic business solutions but change with an added emphasis on financial and legal aspects to business solutions. Finance and law will add to the broad management underpinnings of the current course by preparing students focused on finance and or law to be better equipped to solve finance and law based policy issues. Course change will emphasize the finance and law impact on strategic management beyond the current course offering.

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

Course change will allow finance and law students to analyze strategic business decisions through a wider lens incorporating more finance and/or law concepts

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.

Learning goals for FCL 6990 are:

1. Students will be effective decision makers;

 a. MBA students will select options based on critical analysis

 b. MBA students will be able to illustrate the role of information technology in supporting business

 c. MBA students will integrate functional business knowledge

4. Students will be socially responsible;

 a. MBA students will devise viable solutions to address ethical issues and conflicts with an added emphasis on the financial and legal perspective.

 b. MBA students will analyze legal implications of business decisions.

 5. MBA students will effectively interact in teams.

 Additionally:

a. Evaluate business structural relationships between business professionals and major stakeholders.

b. Analyze and evaluate the relevant professional codes of ethics for finance and legal professionals as it relates to business decision making.

c. Develop more confidence in business strategic decisions and the financial and legal ramifications of those decisions.

d. Develop analytical systems for business strategic decisions and within a legal and financial framework.

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.

Students from all backgrounds, degrees, and majors show deficiency in understanding the financial and legal implications of business decisions. Whereas this deficiency would be hurtful for other business majors, it would have a more serious detrimental effect on the law, finance, and personal financial planning students. We hope to mitigate this be increasing the law and finance content of these additional course offerings.

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.

Although FCL 6990 allows for more in-depth analysis of finance and law components of managerial solutions by adding finance and law elements, this should have no effect on other departments since FCL faculty already teach the course for which this substitutes.

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

Limited effect as faculty already teach the required offerings and will teach this course as a substitute offering.

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.

We expect that it may improve time to graduation with a regular substitute option.

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?

Students with an interest in Finance and/or Law would take the new course, which is customized to their needs.

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.) Limited since FCL faculty already teach the BUS course for which FCL 6990 will substitute.

M. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.) NA

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.

NA

O. Current catalog copy:

NA

P. Proposed catalog copy:

FCL 6990 - Strategic Business - Finance and Law An advanced examination of the tasks of formulating and implementing long-run strategy for the organization with an emphasis of the financial and legal implications of those decisions. New conceptual knowledge is added to the concepts students have learned in previous M.B.A. courses. The combined knowledge is applied by analyzing strategic cases and/or competing in business simulations. The course examines how companies develop strategies from analyses of the organization's internal and external environments and successfully implement and evaluate the strategies. This is an integrative capstone course designed to provide a total business perspective.

Alternative to BUS 6990

Prerequisites/Corequisites: Prerequisites: ACTY 6110, FIN 6120, MKTG 6130, MKTG 6140 or MGMT 6140, and MGMT 6170; or approval of the HCOB director of graduate programs.

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 MBA Program.

Department Curriculum Chair approver: Norman Hawker

Department Curriculum Chair comment: FCL faculty who teach and/or engage in research in this area include Drs. Metwalli and Hawker.

Date: 05-OCT-2018

Department approver: James Demello

Chair comment: We plan to offer this course if the GPC decides to have the various interested departments cover this course.

Date: 08-OCT-2018