Date of request: 02-DEC-2018

Request ID: B-2018-BUS-116

College: B

Department: BUS

Initiator name: Karen Lancendorfer

Initiator email: karen.lancendorfer@wmich.edu

Proposed effective term: 202010

Does course need General Education approval?: Y

Will course be used in teacher education?: N

If 5000 level course, prerequisites apply to: U

Proposed course data:
WES Change Course BUS 1750
Specific Course Change type selected: Description
Specific Course Change type selected: WMU Essential Studies - Level 1: Foundations

1. Existing course prefix and number:
BUS 1750

2. Level 1: Foundations
Indicate which course category the course should be placed in:
Inquiry and Engagement: Critical Thinking in the Arts and Humanities

3. How are you going to address this in your course?
N/A

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

B. Please choose the applicable class level:
Undergraduate

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.
Yes

D. Explain briefly and clearly the proposed improvement.
Initial WMU Essential Studies review and approval

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).
Initial WMU Essential Studies review and approval

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.
Upon the completion of this course students will:
• Increase their foundational knowledge of the Social Sciences (including business);
• Develop creative and critical thinking;
• Explain how businesses can respond to changes in economic, political, legal, global, and social environments while dealing with competition and technological change;
• Be familiar with the history and structure of business and economics;
• Understand business planning for entrepreneurs and small businesses;
• Increase their knowledge of the business disciplines of management, marketing, accounting, and finance, and how they work together within an organization;
• Understand the basic functions of management and the skills required of managers working with different concepts of motivation;
• Experience team building and group dynamics;
• Understand the marketing concept and the various elements of the marketing mix (including advertising and other promotional tools);
• Understand the concepts of accounting and the analysis of financial statements;
• Understand how businesses acquire and use capital; and
• Analyze and interpret key financial indicators as they relate to current business operations.

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.
Initial WMU Essential Studies review and approval

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.
Initial WMU Essential Studies review and approval

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.
Initial WMU Essential Studies review and approval

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.
Initial WMU Essential Studies review and approval

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?
Initial WMU Essential Studies review and approval

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.)
25+ sections each in Fall and Spring semesters with 40 student capacity. One section each in Summer I and Summer II semesters with 40 student capacity.

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.
Initial WMU Essential Studies review and approval

O. Current catalog copy:
This course introduces students to the development and value of business institutions in society. Students will examine the dynamics of business decision-making and demonstrate the ability to identify, define, and interpret essential business concepts. The relationships among business activities will be studied to determine their interactions with the economic, political, legal, global, and social environments. This course satisfies the University requirements for General Education, Area 5, Social and Behavioral Sciences.

P. Proposed catalog copy:
This course introduces students to the development and value of business institutions in society. Students will examine the dynamics of business decision-making and demonstrate the ability to identify, define, and interpret essential business concepts. The relationships among business activities will be studied to determine their interactions with the economic, political, legal, global, and social environments. This course meets the students learning outcomes in the WMU Essential Studies Level 1 – Foundations, Inquiry and Engagement.