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MEMORANDUM

To: Julio Frenk
University President

From: Tomás A. Salerno
Chair, Faculty Senate

Date: April 21, 2016

Subject: Faculty Senate Legislation #2015-38(B) – Establish General Business Major, School of Business Administration

The Faculty Senate, at its April 20, 2016 meeting, had no objections to the proposal submitted by the School of Business Administration to establish a General Business major for Bachelor of Business Administration (BBA) and Bachelor of Science in Business Administration (BSBA) students. The General Business major will allow students to take a new approach to fulfilling the requirements of the BBA and BSBA degree programs.

The General Business major program will provide business students with the opportunity to create their own program of courses within the major, while adequately preparing them to work in the business world. Students may tailor their chosen area of business specialization creatively to seek and build their own connections among the business disciplines in ways that will suit their own academic interests and graduate school or career objectives.

The major extends the principle underlying UM's novel general education cognates and PlusOne program, both of which allow a student to be the author of his or her education and to hone his or her unique academic interests, leveraging the notion that students learn the most when they are invested in, and passionate about, the subjects they are studying.

This legislation is now forwarded to you for your action.


TAS/rh

Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost
William Green, Vice Provost and Dean of Undergraduate Education
Eugene Anderson, Dean, School of Business Administration
Ana Olazábal, Vice Dean, Undergraduate Business Education

CAPSULE: Faculty Senate Legislation #2015-38(B) – Establish General Business Major,
School of Business Administration

PRESIDENT’S RESPONSE

APPROVED:  DATE: 5/11/16
(President’s Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Eugene Anderson

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

MEMORANDUM

To: General Welfare Committee of the Faculty Senate

From: Ann Olazábal, Vice Dean School of Business Admin
Chairperson, SBA School Council Undergrad Business Education Committee

Re: Proposal for a new General Business Major for BBA and BSBA students

Date: April 1, 2016

Attached is a proposal for approval of a new General Business major for BBA and BSBA degree candidates. The proposal, which has substantial faculty support, will be formally considered at the SBA faculty meeting on April 15. Thereafter, any revision(s) along with the required memoranda from chairs and formal School Council approval will be secured and transmitted to the Senate before the April 20 meeting, or the item will be promptly withdrawn.

In brief, the major will consist of any 18 credits of upper level business courses, to be chosen by the student and overseen by a 3-person committee appointed by UBEC (or the School Council) for this purpose. Because the major rests atop our weighty and internally coherent core of required courses – 51 credits for the BBA, 62 credits for the BSBA – virtually any combination of our upper level elective courses can be suitable, resulting in ease of administration. This offering is somewhat unique in the business school market and responds to increased demand by students for flexibility and customization.

Proposal to Faculty Senate for the establishment of a *General Business Major* in the School of Business Administration

1. RATIONALE:

The School of Business proposes the establishment of a General Business major that will allow students to take a new approach to fulfilling the requirement of a major for the Bachelor of Business Administration (BBA) and Bachelor of Science in Business Administration (BSBA) degrees. Building on the business curriculum's strong core coursework, the General Business major (GBM) will allow students to choose from a broad range of upper level courses, serving as a flexible, student-driven alternative to the fourteen traditional discipline-based business majors currently being offered by the School. The GBM will consist of any eighteen (18) upper-level business credits.

Permitting business students to create their own program of courses within the GBM is especially feasible and its administration straightforward. Any combination of upper level business courses currently offered is suitable, given (1) that the business disciplines are coherently related, and (2) that any business major – including this one—ultimately depends upon and lays atop a solid business foundation (i.e. the core), which embodies what faculty and accreditors have determined makes them adequately “prepared” for the business world.

The General Business major will allow students to tailor their chosen area of business specialization creatively and to seek and build their own connections among the business disciplines in ways that will suit their own academic interests and grad school or career objectives. In so doing, the GBM extends the principle underlying UM's novel general education cognates and PlusOne program, both of which allow the student to be the author of his or her education and to hone his or her unique academic interests, leveraging the notion that students learn the most when they are invested in and passionate about the subjects they are studying.

Market Considerations

As many as 400 other universities, including such institutions as USC, Stanford, NYU, Brandeis, Duke, allow students to design their own majors. As long ago as 2010, both the *Chronicle of Higher Ed* and the *Wall Street Journal* featured articles about customized majors, noting in particular that top students pursue this option in higher numbers and that such a major can help students prepare for careers in emerging or cross-disciplinary fields. UM's College of Arts & Sciences has also developed an “Individualized Major” for its students, which was approved by the Faculty Senate in 2013.

Like other university students, business students today seek flexibility and customization. A few business schools, for example University of Michigan's Ross School, require no major at all. Others, like North Carolina's Kenan-Flagler School of Business, highlight the addition of a typical business major as the way to “customize” the business degree. Among a handful of others, the McDonough School at Georgetown and Case Western's Weatherhead School have established individualized business majors similar to what is being proposed here. A General Business major in the School of Business Administration will allow our undergraduate students to be prepared for nontraditional jobs and graduate degrees and to position themselves to be competitive in an increasingly dynamic marketplace.

2. RESOURCES:

No additional resources beyond existing courses and existing faculty are required.

3. CURRICULUM:

The curriculum for the proposed General Business major consists of a minimum of 18 credit hours of upper level courses offered in the School of Business Administration.

A. Program Outcomes

Outcomes for the BBA and BSBA degree programs are evaluated and assessed in the core of required courses.

Proposal to Faculty Senate for the establishment of a *General Business Major* in the School of Business Administration

B. Student Learning Outcomes

No new student learning outcomes are required. Student learning outcomes are assessed in the core of required courses via direct measures embedded in coursework and incorporated into the SBA's Senior Exit Exam, and via indirect measures collected from questions on the University-administered Graduating Senior Survey.

C. Program Structure

The customized General Business major provides the flexibility to allow each student to pursue a curriculum that is consistent with his or her unique business interests. It will consist of three parts: General Education, the Business degree Core, and the General Business major, as described below.

- (1) **General Education** – both English Composition and Mathematics proficiencies and cognates. The upper level major-specific Advanced Writing and Communication Skills requirement for business is satisfied through coursework in the BBA and BSBA core.

AND

(2) The **Business Foundation and Professional Core (required coursework toward the degree)**. Students will pursue EITHER the core for the Bachelor of Business Administration (BBA) **or** the core for the Bachelor of Science in Business Administration.

a. 51-credit Core of Required Courses for all BBA students (all courses consist of 3 credits)

Accounting 211	Principles of Financial Accounting
Accounting 212	Managerial Accounting
Business101	F.I.R.S.T. Step
Business 150	Business Analytics
Business Law 212	Introduction to Business Law
Business Tech. 210	Intro to Business Tech. & Innovation
Economics 211	Principles & Problems: Microeconomics
Economics 212	Principles & Problems: Macroeconomics
Mgt. Science 110	Quantitative Applications in Business (Calculus)
Mgt. Science 201	Introduction to Business Statistics
Mgt. Science 202	Intermediate Business Statistics
Marketing 201	Fundamentals of Marketing
Business 300	Critical Thinking and Persuasion for Business
Finance 302	Fundamentals of Finance
Management 304	Organizational Behavior
Management 303	Operations Management
Management 401	Strategic Management

OR

b. 62-credit Core of Required Courses for BSBA students (all courses consist of 3 credits except where noted)

Accounting 211	Principles of Financial Accounting
Accounting 212	Managerial Accounting
Business 150	Business Analytics
Business Law 212	Introduction to Business Law
Business Tech. 210	Intro to Business Tech. & Innovation

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Economics 211	Principles & Problems: Microeconomics
Economics 212	Principles & Problems: Macroeconomics
Mathematics 161	Calculus I (four credits)
Mathematics 162	Calculus II (four credits)
Mgt. Science 311	Introduction to Business Statistics
Mgt. Science 312	Intermediate Business Statistics
Management 100	F.I.R.S.T. Step
Marketing 201	Fundamentals of Marketing
Business 300	Critical Thinking and Persuasion for Business
Business Tech. 320	Intro to Programming
Finance 302	Fundamentals of Finance
Management 304	Organizational Behavior
Management 303	Operations Management
Management 401	Strategic Management
[3 cr Choice course]	Upper level "Quantitative Challenge" (from a list of upper level business courses that are acknowledged to be heavily quantitative)

AND

(3) The General Business Major

To complete the customized general business major, the student would choose eighteen or more upper level business credits (beyond the relevant degree's core of required courses) from among the course offerings in the School of Administration. A three-person committee comprised of at least one faculty member and at least one undergraduate business academic advisor will be appointed by the Undergraduate Business Education Committee to oversee the student's chosen academic program, provide feedback and assistance with course choices, and to connect the student to other relevant faculty or administrators for advice where indicated.

D. Teaching/Faculty

All courses in the new major are existing and will be taught by faculty in the SBA.

E. Academic Advising

Academic advising related to degree requirements and specialized career and interest tracks will continue to be delivered by professional advisors in Undergraduate Business Education, in collaboration with faculty where necessary or desirable.

4. TARGET STUDENTS

Any BBA or BSBA degree seeking student will be permitted to pursue the proposed customized general business major. No additional admission or application would be required for the student to select the new plan stack in Canelink. However, it is presumed that this degree will be most appealing to Foote Fellows and other top students who are creative and extremely engaged in their education and for whom the ability to build their own major will allow them maximum intellectual freedom and flexibility. Both general business and departmental honors would be available to students pursuing the customized general business major, through the normal channels and using the existing requirements for each of those programs.

**Proposal to Faculty Senate for the
establishment of a *General Business Major*
in the School of Business Administration**

5. DEVELOPMENT AND SUPPORT OF THE PROPOSAL

This customized business major proposal was developed by Dr. Ronny Aboudi, Dr. Ed Baker, Dr. Brian Barrett, Dr. Shirley Dennis, Dr. Hari Natarajan, Dr. Arun Sharma, and Vice Dean Ann Olazábal in their role as members of the Undergraduate Business Education Committee, a standing committee of the SBA School Council, with the able assistance of Assistant Dean Ellen McPhillip and Director of Undergraduate Business Advising, Jeanne Batridge.



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and Assessment**


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MEMORANDUM

DATE: April 6, 2016

TO: Ann M. Olazabal, Vice Dean
Undergraduate Business Education
School of Business Administration

FROM: David E. Wiles, Executive Director
Assessment and Accreditation 

SUBJECT: General Business Major (GBM) for BBA and BSBA Programs

On April 6, 2016, the School of Business Administration submitted a proposal notifying our office of its intent to implement a General Business major (GBM) for its Bachelor of Business Administration (BBA) and Bachelor of Science in Business Administration (BSBA) programs beginning in the fall of 2016.

The GBM will consist of any 18 credits of upper-level business courses, allowing students to choose from a broad range of upper-level courses in lieu of having to complete one of the traditional discipline-based majors in the School. These 18 elective credits will be comprised of presently existing business courses and taught by existing faculty in the School of Business Administration. Based on the details of the proposal, the General Business major appears to align more closely with the Bachelor of Liberal Arts degree program rather than the Independent Major in the College of Arts and Sciences, which is highly selective and requires students to complete a capstone project/thesis.

Although a letter of notification will be submitted, the addition of the General Business major is not considered substantive and will not require formal approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) prior to its implementation.

Please feel free to contact our office should you have any further questions (305) 284-9431.

cc: Faculty Senate
Dr. William Green, Sr. Vice Provost and Dean of Undergraduate Education
Dr. Eugene W. Anderson, Dean, School of Business Administration

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION



MEMORANDUM

April 15, 2016

TO: Faculty Senate

FROM: Elected Members of the School of Business Administration School Council:
Linda L. Neider (MGT); Speaker of the Council; Brian Barrett (FIN), First Vice
Speaker; Patricia Abril (BSL), Second Vice Speaker; Shirley Dennis-Escoffier
(ACC); Howard Gitlow (MGT); Sara Rushinko (BTE); Arun Sharma (MKT); Philip
Robins (ECO); Steven Ullmann (HSM)

Subject: Approval of the General Business Major for BBA and BSBA students


The voting faculty of the School of Business Administration delegates to the School Council the authority to approve changes in the requirements for majors. After soliciting comments from all of our colleagues at the April 15th meeting of the voting faculty within the school, we met and unanimously approved the proposal for a new General Business Major for both BBA and BSBA students. It is our belief that such a major will provide students with considerably more flexibility in choosing appropriate course work based on their needs and interests.

/s



MEMORANDUM

TO: Faculty Senate

FROM: Gene Anderson, Dean, School of Business 

CC: Ann Olazabal, Vice Dean of Undergraduate Business Education, School of Business

Subject: Support for BBA/BSBA General Business Major Proposal

Date: April 16th, 2016

I am writing in support of the proposal for the General Business Major in the BBA/BSBA program, as approved by the School Council of the School of Business Administration on April 15th, 2016.

The new major will provide students with an opportunity to customize their degree experience, an increasingly important and valued feature of leading undergraduate business programs worldwide.

I would be happy to answer any questions regarding the proposal.