

# LONG SIGNATURE SHEET



UNC CHARLOTTE

Proposal Number: MBA-10-04-12

Proposal Title: Elimination of Economics Concentration within MBA Program

Originating Department: MBA Program Committee

TYPE OF PROPOSAL: UNDERGRADUATE \_\_\_\_\_ GRADUATE X UNDERGRADUATE & GRADUATE \_\_\_\_\_  
 (Separate proposals sent to UCCC and Grad. Council)

DATE RECEIVED	DATE CONSIDERED	DATE FORWARDED	ACTION	SIGNATURES
Oct 4, 2012	Oct 4, 2012	Oct 5, 2012	Approved	<u>MBA DIRECTOR</u> 
Oct 22, 2012	Oct 22, 2012	Oct 22, 2012	Approved	<u>COLLEGE CURRICULUM COMMITTEE CHAIR</u> MBA Program Committee Chair 
<del>Oct 15, 2012</del> 11/13/2012	Nov 5, 2012	12/10/2012	Approved	<u>COLLEGE FACULTY CHAIR (if applicable)</u> <del>Chair</del> <sup>BCGC</sup> 
11/13/2012	12/7/2012	12/10/2012	Approved	<u>COLLEGE DEAN</u>  [Steve Ott]
			Approved	<u>GENERAL EDUCATION</u> (for General Education courses)  [ N/A ]
			Approved	<u>UNDERGRADUATE COURSE &amp; CURRICULUM COMMITTEE CHAIR</u> (for undergraduate courses)  [ N/A ]
12-13-12	1-15-13	2-5-13	Approved	<u>GRADUATE COUNCIL CHAIR</u> (for graduate courses) 
			Approved	<u>FACULTY GOVERNANCE ASSISTANT</u> (Faculty Council approval on Consent Calendar)
				<u>FACULTY EXECUTIVE COMMITTEE</u> (if decision is appealed)



# UNC CHARLOTTE

## LONG FORM COURSE AND CURRICULUM PROPOSAL

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To: Belk College Graduate Council Chair

From: MBA Program Committee

Date: October 5, 2012

Re: Elimination of Economics concentration in the MBA program

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**Proposal Number:** \_\_\_\_\_

**Proposal Title:** Elimination of Economics Concentration in the MBA Program

**Originating Department:** MBA

**TYPE OF PROPOSAL:** UNDERGRADUATE\_\_\_\_\_ GRADUATE\_\_X\_\_ UNDERGRADUATE &  
GRADUATE\_\_\_\_\_

## **II. CONTENT OF PROPOSAL**

### **A. PROPOSAL SUMMARY AND CATALOG COPY**

1. **SUMMARY:** The MBA Program Committee proposes to eliminate the Economics Concentration from the MBA program.

### **B. JUSTIFICATION**

Enrollment has always been quite low for the economics concentration in the MBA program. For example, only two students have chosen the economics concentration during the past seven years. Moreover, several of the courses available as part of the economics concentration contain highly theoretical content that is generally not relevant to managers.

The MBA program committee conducts periodic reviews of concentration offerings with the goal of adding and eliminating concentrations in response to changing curricular needs as well as responding to student demand. Eliminating the economics concentration will improve the program by creating opportunities to develop concentrations that contain course offerings that not only better meet students' professional needs but are also in higher demand.

### **C. IMPACT**

Because the economics concentration is chosen by so few students, there is expected to be little or no direct impact from the elimination of the economics concentration. Moreover, students wishing to pursue graduate training in economics can pursue the M.S. economics degree. The ongoing review of MBA concentrations is expected to benefit all MBA students as concentration offerings evolve to insure the currency and relevance of MBA concentrations.

### **D. RESOURCES REQUIRED TO SUPPORT PROPOSAL**

No resources are needed to support this proposal/

### **E. CONSULTATION WITH THE LIBRARY AND OTHER DEPARTMENTS OR UNITS**

1. **LIBRARY CONSULTATION.** Since no new courses are proposed, library consultation is not required.
2. **CONSULTATION WITH OTHER DEPARTMENTS OR UNITS.**  
The economics department was consulted and approves of this proposal. (See accompanying letter.)

### **F. INITIATION, ATTACHMENTS AND CONSIDERATION OF THE PROPOSAL**

1. **ORIGINATING UNIT.** MBA Program

## 2. OTHER CONSIDERING UNITS

- i. MBA Program Committee
- ii. Belk College Graduate Council
- iii. Belk College Faculty
- iv. Graduate Council

## G. ATTACHMENTS

### 1. CONSULTATION:

- i. Consultation with Economics Department attached.
- ii. Library consultation not required since no new courses proposed for this concentration.

### 2. PROGRAM OUTLINE: No outline attached as this proposal concerns the elimination of a concentration.

### 3. PROPOSED CATALOG COPY:

## II. Concentration and Elective Component (12 credit hours)

Students complete twelve hours of elective courses specified for a concentration. Students may enroll in electives as soon as they complete the prerequisites for each course. MBAD 6890 (Directed Individual Study) and MBAD 7090 (Special Topics in Business) may be included in a concentration with permission of the MBA Director and the related department.

Concentration and elective requirements:

### **Applied Investments Management**

Required courses:

- MBAD 5158 Student Managed Investment Fund I (3)
- MBAD 5159 Student Managed Investment Fund II (3)
- MBAD 6153 Investment Management (3)
- MBAD 6157 Advanced Corporate Finance (3)

### **Business Analytics**

Required Courses:

- MBAD 6201 Data and Knowledge Management (3)
- MBAD 6122 Decision Modeling and Analysis via Spreadsheets (3)
- MBAD 6207 Business Project Management (3)

Plus one of the following courses:

- MBAD 6202 Business Information Systems: Analysis, Design, and Management (3)
- MBAD 6203 Information Systems Economics, Strategy, and Policy (3)
- MBAD 6204 Business Data Communications (3)
- MBAD 6208 Supply Chain Management (3)
- MBAD 6172 Marketing Research (3)
- MBAD 6177 Pricing and Positioning Strategy (3)
- MBAD 7090 Special Topics in Business: Advanced Analytics (3)
- ECON 6112 Graduate Econometrics (3)
- ECON 6218 Business and Economic Forecasting (3)

### **Business Finance**

Required courses:

- MBAD 6153 Investment Management (3)
- MBAD 6157 Advanced Corporate Finance (3)

Plus two of the following courses:

- MBAD 6151 Financial Institutions and Markets (3)
- MBAD 6154 Applied Business Finance (3)
- MBAD 6155 Multinational Finance (3)

### **Economics**

~~Prerequisite: Approval of the Department of Economics is required before enrolling in 6000-level ECON courses or the Economics Concentration.~~

~~Required courses:~~

- ~~• ECON 6112 Graduate Econometrics (3)~~
- ~~• ECON 6218 Advanced Business & Economic Forecasting (3)~~
- ~~• Plus two additional 6000-level ECON courses (6)~~

### **Financial Institutions/Commercial Banking**

Required courses:

- MBAD 6153 Investment Management (3)
- MBAD 6156 Commercial Bank Management (3)
- MBAD 6157 Advanced Corporate Finance (3)

Plus one of the following courses:

- MBAD 6151 Financial Institutions and Markets (3)
- MBAD 6155 Multinational Finance (3)

### **Global Business**

Required courses:

- MBAD 6193 Global Business Environment (3)
- MBAD 6197 Managing Multinational Enterprise (3)
- Plus one course involving MBA-approved international study or travel (3)

And one of the following courses:

- MBAD 6155 Multinational Finance (3)
- MBAD 6174 Global Marketing (3)

### **Information and Technology Management**

Required courses:

- MBAD 6201 Data and Knowledge Management in Business (3)
- MBAD 6202 Business Info Systems Development (3)

Plus two of the following courses:

- MBAD 6203 Information Systems Economics, Strategy, and Policy (3)
- MBAD 6204 Business Data Communications (3)
- MBAD 6122 Decision Modeling and Analysis via Spreadsheets (3)
- MBAD 6207 Business Project Management (3)

### **Management**

Choose four of the required courses:

- MBAD 6162 Leadership in Organizations (3)
- MBAD 6163 Human Resource Management (3)
- MBAD 6164 Executive Communication (3)
- MBAD 6165 Negotiation and Conflict Management (3)
- MBAD 6166 Ethics and Global Capitalism (3)
- MBAD 6191 Entrepreneurship (3)
- MBAD 6192 Business Ethics and Corporate Responsibility (3)
- MBAD 6193 Global Business Environment (3)
- MBAD 6197 Managing Multinational Enterprise (3)
- MBAD 6207 Business Project Management

## **Marketing**

Choose four of the required courses:

- MBAD 6172 Marketing Research (3)
- MBAD 6173 Promotional Strategy (3)
- MBAD 6174 Global Marketing (3)
- MBAD 6176 Consumer Behavior (3)
- MBAD 6371 Marketing of Sports (3)
- MBAD 6361 Management of Motorsports (1.5) and MBAD 6362 Management of Professional Team Sports (1.5)

## **Real Estate Finance and Development**

Required courses:

- MBAD 6158 Real Estate Finance & Investment (3)
- MBAD 6159 Real Estate Development (3)

Plus two of the following courses:

- MBAD 6160 Real Estate Capital Markets (3)
- MBAD 6258 Site Feasibility Analysis (3)
- MBAD 6259 Applied Real Estate Development (3)

## **Sports Marketing and Management**

Required Courses:

- MBAD 6310 Sports Economics (3)
- MBAD 6361 Management of Motorsports (1.5)
- MBAD 6362 Management of Professional Team Sports (1.5)
- MBAD 6371 Marketing of Sports (3)

Plus one of the following courses:

- MBAD 6163 Human Resource Management (3)
- MBAD 6165 Negotiation and Conflict Management (3)
- MBAD 6172 Marketing Research (3)
- MBAD 6191 Entrepreneurship (3)
- MBAD 6890 Directed Individual Study (3)\*

*\*This is an optional Directed Individual Study internship. Students have the option to participate in an internship as a directed individual study with a sports-related organization. If this option is selected, students pursuing the Sports Marketing and Management Concentration will be responsible for identifying their own internship and having it approved by the MBA Director. Once*

*approved, students may receive three credit hours for the successful completion of the internship.*

### **Supply Chain Management**

Required courses:

- MBAD 6122 Decision Modeling and Analysis via Spreadsheets (3)
- MBAD 6142 Quality & Manufacturing Management (3)
- MBAD 6208 Supply Chain Management (3)

Plus one of the following courses:

- MBAD 6207 Business Project Management (3)
- Elective approved by the MBA Director (3)

### **Student Structured Concentration**

Students may propose a 12-semester hour concentration in a significant area of interest for approval by the Director of the MBA program. This concentration may include graduate courses from other programs within the University with approval of the related department.

4. ACADEMIC PLAN OF STUDY: Pending the approval of this proposal, the economics concentration will be removed from the list of available concentrations within the MBA program.

**IMPORTANT NOTE:** A Microsoft Word version of the final course and curriculum proposal should be sent to [facultygovernance@unc.edu](mailto:facultygovernance@unc.edu) upon approval by the Undergraduate Course and Curriculum Committee and/or Graduate Council chair.





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**Memorandum**

**To:** Dr. Peter Schwarz, Department Representative to the MBA Program Committee,  
Department of Economics

**From:** Dr. Jennifer Troyer, Chair, Department of Economics

**Subject:** Consultation Regarding Elimination of the Economics Concentration in the MBA

**Date:** October 4, 2012

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The Department of Economics faculty first considered the elimination of the Economics Concentration in the MBA at the Department Meeting on April 13, 2012. At that meeting, faculty expressed support for the elimination of the Concentration based on the Concentration's current structure and the small number of students attracted to the Concentration. The issue was again discussed at the Department of Economics Faculty Meeting on September 7, 2012. At that meeting, faculty discussed other potential concentrations that might involve current offerings from the M.S. in Economics program, including several of the econometrics courses offered.

In sum, the Department of Economics faculty are supportive of the proposed change.

Please let me know if I can be of further assistance.