

CHANGE MASTERS DEGREE PROGRAM FORM

NOV 25 AON

1. GENERAL INFORMATION

College:	Business & Economics	Department:		
Current Major Name:	Master of Business Administration	Proposed Major Name:	Master of Business Administration	
Current Degree Title:	MBA	Proposed Degree Title:	MBA	
Formal Option(s):		Proposed Formal Option(s):		
Specialty Fields w/in Formal Option:		Proposed Specialty Fields w/in Formal Options:		
Date of Contact with Associate Provost for Academic Administration ¹ :				
Bulletin (yr & pgs):		CIP Code ⁴ :	Today's Date:	9/30/2013
Accrediting Agency (if applicable):				
Requested Effective Date:	<input type="checkbox"/> Semester following approval.		OR	<input checked="" type="checkbox"/> Specific Date ² : Summer Session II
Dept. Contact Person:	Steven Skinner	Phone:	257-1543	Email: steve.skinner@uky.edu

RECEIVED
RECEIVED

NOV 25 2013

OFFICE OF THE SENATE COUNCIL

2. CHANGE(S) IN PROGRAM REQUIREMENTS

		<u>Current</u>	<u>Proposed</u>
1.	Number of transfer credits allowed (Maximum is Graduate School limit of 9 hours or 25% of course work)		
2.	Residence requirement (if applicable)		
3.	Language(s) and/or skill(s) required		
4.	Termination criteria		
5.	Plan A Degree Plan requirements ³ (thesis)		
6.	Plan B Degree Plan requirements ³ (non-thesis)		
7.	Distribution of course levels required (At least one-half must be at 600+ level & two-thirds must be in organized courses.)		
8.	Required courses (if applicable)	See Exhibit 3 (attached)	See Exhibit 3 (attached)
9.	Required distribution of courses within program (if applicable)		
10.	Final examination requirements		
11.	Explain whether the proposed changes to the program (as described in sections 1 to 10) involve courses		

¹ Prior to filling out this form, you MUST contact the Associate Provost for Academic Administration (APAA). If you do not know the CIP code, the APAA can provide you with that during the contact.

² Program changes are typically made effective for the semester following approval. No changes will be made effective until all approvals are received.

³ If there is only one plan for the degree, plans involving a thesis (or the equivalent in studio work, etc.) should be discussed under Plan A and those not involving a thesis should be discussed under Plan B.

CHANGE MASTERS DEGREE PROGRAM FORM

	offered by another department/program. <u>Routing Signature Log must include approval by faculty of additional department(s).</u>
12.	List any other requirements not covered above?
13.	Please explain the rationale for changes. If the rationale involves accreditation requirements, please include specific references to those requirements.
	See attached memo.

CHANGE MASTERS DEGREE PROGRAM FORM
Signature Routing Log

General Information:

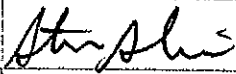

Proposal Name: One Year Accelerated MBA Program

Proposal Contact Person Name: Steven Skinner Phone: 7-1543 Email: steve.skinner@uky.edu

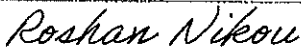
INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
MBA Policy Committee	3/22/2013	Steven Skinner / 7-1543 / steve.skinner@uky.edu	
Gatton College Faculty	4/26/2013	Steven Skinner / 7-1543 / steve.skinner@uky.edu	
		/ /	
		/ /	
		/ /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision ⁴
Undergraduate Council			
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

⁴ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.



MEMORANDUM

TO: Dean Jeannine Blackwell

FROM: Steven Skinner, Associate Dean *Steve Shi*

DATE: October 2, 2013

SUBJECT: Proposed Revision of the One Year Accelerated MBA Program

Background

The current One Year Accelerated MBA program was launched in 2005. It was innovative in its design and delivery format consisting of several modules that require a large amount of coordination between professors with several 1 and 2 hour courses embedded within each of the modules. The curriculum for this program in its current format can be found in Exhibit 1.

In the fall of 2012, the MBA Policy Committee conducted a thorough investigation of the program as it approached its tenth year of existence. The committee included Professors Joe Labianca, Donald Mullineaux, Frank Scott, Leslie Vincent, and David Ziebart; The Director of the MBA Program, Mr. Harvie Wilkinson, participated as an ex-officio member; the student member was the president of the MBA Association, Mr. Quin Broadbent. Based on feedback from students, faculty and department chairs staffing the program, the committee made the following recommendations to the Gatton faculty.

Recommendations

1. **Align the program with the rest of the University calendar.** In its current form students matriculate through the program from mid-June through late-May. While the problems in scheduling and billing have been overcome, a major problem that remains is that students are not able to begin work in early May when many organizations have their training programs. This is a disadvantage when competing in the job market with graduates of other MBA programs who finish in early May.
2. **Simplify the delivery into more standard courses.** Student feedback indicates they would prefer the normal three-hour course delivery and no 1 and 2 hour classes. Some students indicated they did not know who the professor was from day-to-day and bringing in adjuncts to teach 1-hour classes was not favored.

3. **Design a more favorable learning experience for students and teaching experience for faculty.** While some faculty members prefer to teach in concentrated blocks, many don't and have voiced reservations with teaching in the One Year Accelerated MBA Program. In some instances a class runs for a few weeks but the instructor is in the class for several hours each day. Students have also voiced concern with this amount of concentration and have suggested 8-week courses, similar to summer. One student compared such concentration to drinking water out of a hose. Some department chairs find it difficult to encourage faculty members to teach in this program.
4. **Simplify and streamline the administration of the program.** The administration of the program is unnecessarily complicated. With the 1 and 2 hour courses, it is difficult to account for the instructor's DOE. The modules are particularly complicated to administer and require a great deal of coordination. Without the coordination students find some degree of redundancy and confusion. An example is the New Product Development Module, found in Exhibit 2, which illustrates most of the issues raised; it is difficult to get professors interested in teaching in it, it requires a great degree of coordination among all the faculty involved (in this module six courses plus project connect), is very intense, and without the proper coordination confusing to students.

To achieve these goals the committee recommended the revised curriculum found in Exhibit 3. **The motion to adopt this revised curriculum was passed unanimously April 26, 2013 at the Gatton College spring faculty meeting.** Note the program now adheres to the University calendar, is offered during regular sessions, and delivers the same course content as the current program. It does not require the same amount of coordination, will enable students to progress through the program taking 3-hour courses, and they will finish in May on the normal University calendar and in a timely manner for the job market. This revised calendar will also be more attractive to faculty. Finally, although there are fewer courses in the proposed curriculum, the learning outcomes remain the same as well as the number of hours. There are no 1 or 2 hour courses; this material is incorporated into the proposed courses. For instance, the material from MBA 608 is covered in MGT 611 and the material from MBA 619 is covered in ACC 628.

Several changes are required to implement these recommendations and are shown in Exhibit 3. The appropriate documents for these changes attached. The committee believes strongly that these changes will greatly benefit the students in the One Year Accelerated MBA Program. The courses in the current curriculum with the MBA prefix will eventually be phased out as they are longer needed.

Exhibit 1
Current One-Year Accelerated MBA Curriculum

<u>Leadership and Professional Development Module</u>		<u>Credit</u>
MBA 602	Leadership	3
MBA 630	Professional Development	1
<u>Rapid Immersion Module</u>		
MBA 600	Rapid Immersion in Accounting	3
MBA 601	Rapid Immersion in Decision Making	3
<u>Business Fundamentals Module</u>		
MBA 603	Markets – Structures & Dynamics	1
MBA 604	Finance	2
MBA 605	Organization Structures & Strategies	1
MBA 606	Management Information Systems	1
MBA 607	Marketing	1
MBA 608	Human Resource Management	1
<u>New Product Development Module</u>		
MBA 610	New Product Development Marketing	3
MBA 611	New Product Development Management	3
MBA 613	Finance in New Product Development	1
MBA 614	Global Business Management and Strategies	3
MBA 619	Managerial Accounting in New Product Development	1
MBA 640	Project Connect in New Product Development	2
<u>Advanced Learning Bundles Module</u>		
MBA 624	Entrepreneurial Marketing and Management	2
MGT 695	Global Business and Commerce	2
<u>Supply Chain Management Module</u>		
MBA 615	Supply Chain Strategy	3
MBA 616	Supply Chain Operations	3
MBA 617	Negotiations in Supply Chain	1
MBA 642	Project Connect in Supply Chain Management	2
<u>Finance</u>		
MBA 612	Business Finance Strategy	5
MBA 644	Project Connect in Finance	1
<u>Capstone</u>		
MBA 650	Capstone	2
TOTAL		51

Exhibit 2 Illustration of Complexity of the Current New Product Development Module

TIMES	Mon 30	Tues 1	Wed 2	Thurs 3	Fri 4	Mon 7	Tues 8	Wed 9	Thurs 10	Fri 11
8:00-10:00			MBA 614	MBA 614	MBA 614	Marketing Research Overview	Qualitative Methods	MBA 614		
10:15-12:15		Quantitative Methods	Quantitative Methods	Quantitative Methods	Quantitative Methods	Quantitative Methods	Quantitative Methods	Quantitative Methods	Quantitative Methods	Quantitative Methods
1:00-2:50					MBA 614 Project Launch 1-3	Global Project Kick-off/Feedback				
8:00-10:00	Mon 14	Tues 15	Wed 16	Thurs 17	Fri 18	Mon 21	Tues 22	Wed 23	Thurs 24	Fri 25
10:15-12:15	MBA 614	Measurement & Survey Design	MBA 614	MBA 614	Project Connect Meetings 10:15-2:50	Perceptual Mapping I	Perceptual Mapping II		Experimental Design, Sales Forecasting, Midterm Review	
8:00-10:00	Mon 28	Tues 29	Wed 30	Thurs 31	Fri 1	Mon 4	Tues 5	Wed 6	Thurs 7	Fri 8
10:15-12:15	Project Connect Meetings	Midterm Exam	MBA 614	MBA 614	Correlation and Regression	Project Connect Meetings	MBA 614	Conjoint Analysis	MBA 614	
8:00-10:00	Mon 11	Tues 12	Wed 13	Thurs 14	Fri 15	Mon 18	Tues 19	Wed 20	Thurs 21	Fri 22
10:15-12:15	MBA 614	Project Connect Meetings	T-tests, Chi-Square, ANOVA, Final Exam Review	Chi-Square, ANOVA, Final Exam Review	Project Connect Meetings	Final Exam	Final Exam	Project Connect Meetings	Project Connect Meetings	Project Connect Meetings
TBA	Mon 25	Tues 26	Wed 27	Thurs 28	Fri 29	Mon 2	Tues 3	Wed 4	Thurs 5	Fri 6
				Thanksgiving Break						
8:00-10:00	MBA 610	Aaron Garvey	Project Management MBA Center	MBA 619	Sean Peffer	MBA 614	Walter Ferrier	MBA 614 Walter Ferrier. Topics will be provided at a later date.		
10:15-12:15	MBA 615	Harvie Wilkinson	MBA 610	MBA 610	Harvie Wilkinson/Jim Porter	Project Connect Meeting Devanathan Sudharshan and Aaron Garvey			8/14/2013	

EXHIBIT 3

GATTON ONE-YEAR ACCELERATED MBA PROGRAM CURRICULUM

CURRENT CURRICULUM	Credit Hours	PROPOSED CURRICULUM	Credit Hours	ACTION REQUIRED
MBA 602 Leadership	3	DIS 651 Quantitative Analysis	3	
MBA 630 Professional Development	1	ECO 610 Managerial Economics	3	
MBA 600 Rapid Immersion in Accounting	3	MGT 697 Leadership, Communications & Ethics	3	Change course name
MBA 601 Rapid Immersion in Decision Making	3	MBA 630 Professional Development	1	Change course name
MBA 603 Markets--Structures & Dynamics	1	MBA 640 Project Connect I	4	Change course name/credit hours from 2 to 4
MBA 604 Finance	2	ACC 628 Managerial/Financial Accounting	3	
MBA 605 Organization Structures & Strategies	1	MKT 600 Marketing Management	3	
MBA 606 Management Information Systems	1	MGT 610 Global Management	3	
MBA 607 Marketing	1	FIN 600 Corporate Financial Policy	3	
MBA 608 Human Resource Management	1	MKT 601 Marketing Research	3	
MBA 610 New Product Development Marketing	3	ELECTIVE*	3	
MBA 611 New Product Development Management	3	MBA 642 Project Connect II	4	Change course name/credit hours from 2 to 4
MBA 613 Finance in New Product Development	1	FIN 645 Corporate Investment and Financing Policy	3	
MBA 614 Global Business Management and Strategies	3	DIS 612 Supply Chain Operations	3	Change course name
MBA 619 Managerial Accounting in New Product Development	1	MGT 612 Negotiation and Conflict Resolution	3	Change course name
MBA 640 Project Connect in New Product Development	2	MGT 611 Managing Effective Organizations	3	Change course name
MBA 624 Entrepreneurial Marketing and Management	2	MGT 699 Business Policy & Strategy (Capstone)	3	
MGT 695 Global Business and Commerce	2			
MBA 615 Supply Chain Strategy	3			
MBA 616 Supply Chain Operations	3			
MBA 617 Negotiations in Supply Chain	1			
MBA 642 Project Connect in Supply Chain Management	2			
MBA 612 Business Finance Strategy	5			
MBA 644 Project Connect in Finance	1			
MBA 650 Capstone	2			
TOTAL HOURS	51	TOTAL HOURS	51	

*Any 600-level course approved by the Director of Graduate Studies.