

To: WSU Faculty Senate

From: Tom Tripp, Sr. Associate Dean for Academic Affairs, Carson College of Business

Re: Proposed revision of CCB undergraduate curriculum

Date: January 14, 2019

Enclosed you will find a summary of and rationale for the Carson College of Business's proposed revision of its degrees in BA in Business Administration and BA in Hospitality and Business Management. The intent of this document is to provide a companion to the 30+ forms and associated documents that we have submitted to the Faculty Senate. This document gives the overview, and provides a short feasibility analysis of the revisions.

Know that the 30+ forms and documents we submitted to the faculty senate fall roughly into two groups. The first group contains the proposed new courses, 10 courses in all: BA 100, BA 102, BA 201, BA 202, BA 203, BA 204, BA 205, BA 206, BA 211 and BA 212. These courses lay the foundation of the revision in two ways. One, the 100-level courses provide an introduction to the business discipline that does not exist in our current curriculum, and they start students early planning their careers and developing the needed career skills. Two, the 200-level courses provide introductions to the new learning goals that the current courses do not. The new learning goals are:

- Act ethically and professionally
- Make theory-based and data-driven decisions
- Identify, assess and initiate opportunities to create value
- Gain a global business perspective and be sensitive to and respectful of cultural differences
- Communicate clearly and persuasively, both orally and in writing
- Lead a team and act as an effective team member

The second group of forms and documents regard changes to the requirements of the degrees of BA in Business Administration and BA in Hospitality and Business Management. An obvious change is the inclusion of the new courses listed above. Another large change is to the certification requirements, where we move certification up from end of sophomore year to end of freshman year. One more large change is a required co-curricular program, whereby students must participate in a few of many co-curricular events (e.g., attend a guest speaker lecture; attend a networking event), and when they do so they will satisfy a milestone. The main purpose of the co-curriculum is to have students keep moving forward in career planning, and to engage in high-impact practices (e.g., internships, study abroad).

We look forward to any questions the Faculty Senate may have. Thank you for your time and expertise.