Resolution #20
2002-2003
FACULTY SENATE

SUNY BROCKPORT
Faculty Senate
State University of New York
College at Brockport
350 New Campus Drive
Brockport, NY 14420-2925
(585) 395-2586 (Fax) 395-2246

TO: Dr. Paul Yu, College President
FROM: The Faculty Senate Meeting on: April 21, 2003
RE: I. Formal Resolution (Act of Determination)
   II. Recommendation (Urging the Fitness of)
   III. Other, For Your Information (Notice, Request, Report, etc.)

SUBJ: Update the Analysis Corequisite Requirement of the Business Administration Minor

Signed: [Signature]
Date Sent: 4/21/03
(Dr. Kenneth O'Brien, 2002-2004 Faculty Senate President)

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TO: The Faculty Senate
FROM: Dr. Paul Yu, College President
RE: I. Decision and Action Taken on Formal Resolution (circle)
   a. Accepted. Effective Date: ___/___/____
   b. Deferred for discussion with the Faculty Senate on ___/___/____
   c. Unacceptable for the reasons contained in the attached explanation

II. III. Response to Recommendation or Other/FYI
   a. Received and acknowledged
   b. Comment:

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DISTRIBUTION TO: President's Staff and Deans

Distribution Date: 5/6/03
Signed: [Signature]
Date: 5/5/03
(Dr. Paul Yu, President, SUNY College at Brockport)
The development of the projections in Table 1 and 2 and accompanying assumptions are detailed in a memo to the Chairs of the Psychology, Sociology, and Anthropology Departments. That memo is contained in Appendix B of this report. Responses from Chairs are in Appendix F.

B) Minimum credit hours required outside of Business and Accounting:

**Implementation Date:** Fall 2003.

**Primary Motivation:** AACSB Accreditation Standards.

**Students Affected:** Students earning degrees in Accounting, Business Administration, and International Business, entering Fall 2003 and beyond.

**Description of Change:** Make explicit, as a condition of graduation, that students pursuing a **major** in the Department of Business Administration and Economics must complete a **minimum** of 60 hours of non-business (BUS), non-accounting (ACC) **liberal arts** coursework. Consistent with AACSB standards for curriculum content, up to nine semester hours of economics courses and six semester hours of statistics courses may be included in this total.

**Discussion:** The Department wishes to extend this requirement to all of our majors; it is currently mandated by New York State for students of registered accounting programs. AACSB standards require a general education component “that normally comprises at least 50% of a student’s four-year program.” Up to nine semester hours of economics courses and six semester hours of statistics courses may be included in this total.

While the current general education program mandates a minimum liberal arts regimen and the so-called 54 hour rule is intended to make sure that students do not over-emphasize a particular discipline, we can construct scenarios where a student could circumvent the AACSB requirement while satisfying all College general education requirements and restriction. The possibility of circumventing the AACSB standard will become even more plausible if the general education program is streamlined as proposed. Our proposal is intended to ensure that all of our graduates meet AACSB standards.

**Resources:** There will be no incremental resource requirement on the part of our Department. Rather, students are likely to take fewer business electives once this proposal is adopted. There will be some additional demand for liberal arts courses outside of our department; a review of course enrollments in AY2002-2003 reveals a large number of liberal arts courses with available seats.

C) Update the **analysis corequisite requirement** of the Business Administration major.

**Implementation Date:** Fall 2003.

**Primary Motivation:** Comprehensive five-year curriculum review, including a competitive review of other business school curricula and input from advisory boards, alumni focus groups, and employers.

**Students Affected:** Students earning a degree in Business Administration, entering Fall 2003 and beyond.

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3 However, there is no limit on the number of hours of economics and statistics that can be included in the liberal arts total. This is an AACSB restriction.

6 Standard C.1.2.a Standards for Accreditation Business Administration and Accounting, pp. 17.
Description of Change: Currently, students must take one of the following four courses to satisfy this requirement:

ECN 301 Intermediate Microeconomics
ECN 302 Intermediate Macroeconomics
ECN 305 Managerial Economics
BUS 461 Production and Operations Management

Henceforth, students will select one of the following two courses to satisfy the requirement:

BUS 317 Management Information Systems
BUS 461 Production and Operations Management

Discussion: Our Department’s governance documents direct our curriculum committee to conduct a systematic and comprehensive review of the pre-requisite, co-requisite, and core curriculum of the Business Administration Program, every five year. The review includes:

“Consideration of AACSB curriculum standards for content and integration, a competitive review of the curriculum of several peer (public and private) institutions, the curriculum of several programs generally recognized as outstanding, outcomes assessment results, and input from the specialty areas, students, alumni, and employers.”

Our Curriculum Committee conducted its review in AY2001-2002. Based on their review, the Committee recommended updating the analysis co-requisites to 1) be more consistent with the curricula of other business programs generally recognized as excellent, and 2) be more reflective of the type of analysis and analysis tools used by contemporary organizations. This proposed change has been reviewed and received favorably by our business advisory boards as well as focus groups of employers and alumni. The AACSB visitation team that recently reviewed our programs received the proposed change favorably.

Resources: No incremental resources. We will internally relocate resource from intermediate economics to the courses required by the proposal.

D) Require a 1-hour career-planning seminar for all students majoring in business administration.

Implementation Date: Fall 2003.

Primary Motivation: Assessment Results, AACSB Accreditation Standards, Student and Alumni Focus Groups.

Students Affected: Students earning a degree in Business Administration entering Fall 2003 and beyond.

Description of Change: Add a required one-hour career planning and development seminar to the degree requirements for the major in business administration. The Department currently has found great success with an experimental one-hour career seminar for accounting students (ACC389). This spring, we introduced a similar one-hour seminar for business majors (BUS389). Both seminars are currently offered to students on an elective basis. We are proposing to make BUS389 a mandatory requirement for students completing the major in Business Administration. The catalog description for BUS389 appears below:

\[\text{This description will appear in the next catalog.}\]

Curriculum Proposals