

# THE UNIVERSITY OF MARYLAND, COLLEGE PARK PROGRAM/CURRICULUM/UNIT PROPOSAL

- Please email the rest of the proposal as an MSWord attachment to [pcc-submissions@umd.edu](mailto:pcc-submissions@umd.edu).

PCC LOG NO. **10028**

- Please submit the signed form to the Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.

**College/School:**

College/School Unit Code-First 8 digits:

Unit Codes can be found at: [https://hypprod.umd.edu/Html\\_Reports/units.htm](https://hypprod.umd.edu/Html_Reports/units.htm)

**Department/Program:**

Department/Program Unit code-Last 7 digits:

**Type of Action (choose one):**

- Curriculum change (including informal specializations)
- Renaming of program or formal Area of Concentration
- Addition/deletion of formal Area of Concentration
- Suspend/delete program
- New academic degree/award program
- New Professional Studies award iteration
- New Minor
- Other

*Italics indicate that the proposed program action must be presented to the full University Senate for consideration.*

**Summary of Proposed Action:**

The general business major was designed as a broad course of study in business. A review of the general business major found that while many students initially enroll in the major, they transfer to another major as the career opportunities for general business are limited. Currently, less than 40 students complete the major per year. In addition, the lack of on-campus recruitment for the major demonstrates a lack of interest in the major by employers. The information collected guided the recommendation to redesign the major and change the title of the major to management. The proposed management major provides sufficient flexibility for students to prepare for several career paths and it increases students' skills in the management of people, an area of need that was consistently identified by the recruiters as important for career and managerial success.

APPROVAL SIGNATURES - Please print name, sign, and date. Use additional lines for multi-unit programs.

1. Department Committee Chair \_\_\_\_\_

2. Department Chair Paul Tebbel [Signature] \_\_\_\_\_

3. College/School PCC Chair Philip T. Evers [Signature] \_\_\_\_\_

4. Dean Hugh G. Courtney [Signature] 11/24/10 \_\_\_\_\_

5. Dean of the Graduate School (if required) \_\_\_\_\_

6. Chair, Senate PCC \_\_\_\_\_

7. University Senate Chair (if required) \_\_\_\_\_

8. Vice President for Academic Affairs & Provost \_\_\_\_\_