



University Senate TRANSMITTAL FORM

Senate Document #:	10-11-43
PCC ID #:	10028
Title:	Proposal to Rename the Bachelor of Science Program in General Business as the Bachelor of Science Program in Management
Presenter:	David Salness, Chair, Senate Programs, Curricula, and Courses Committee (PCC)
Date of SEC Review:	February 16, 2011
Date of Senate Review:	March 2, 2011
Voting (highlight one):	<ol style="list-style-type: none"> 1. On resolutions or recommendations one by one, or 2. In a single vote 3. To endorse entire report
Statement of Issue:	<p>The Robert H. Smith School of Business proposes to change the name of its B.S. program in <i>General Business</i> to <i>Management</i>. 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.</p> <p>Currently, less than 40 students complete the major per year. The information collected during the review guided the recommendation to redesign the major and change the title to management. The Senate PCC committee has approved the curriculum change under a different proposal. 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 employers as important for career and managerial success.</p>
Relevant Policy # & URL:	N/A
Recommendation:	The Senate Committee on Programs, Curricula, and Courses recommends that the Senate accept the name change.
Committee Work:	The Committee considered the proposal at its February 4, 2011, meeting. Dr. Mark Wellman of the Robert H. Smith School of Business was present to discuss the proposal and answer questions. The Senate PCC committee unanimously approved the proposal.

	The Academic Planning Advisory Committee approved the proposal on January 24, 2011.
Alternatives:	The Senate could decline to approve the new name for this program.
Risks:	If the Senate does not approve the new name, then the University will lose an opportunity to transform the General Business major into a more attractive major for students and potential employers.
Financial Implications:	There are no financial implications with this proposal.
Further Approvals Required: <i>(*Important for PCC Items)</i>	If the Senate approves this proposal, it would still require further approval by the President and the Chancellor and the Maryland Higher Education Commission.

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.

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

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 _____