

**SPECIAL REPORT**  
**OF THE**  
**ACADEMIC MATTERS COUNCIL**  
**concerning**  
**REVISION TO THE CERTIFICATE IN**  
**GENERAL BUSINESS STUDIES**  
**(#4171)**

**Presented at the**  
**779<sup>th</sup> Regular Meeting of the Faculty Senate**  
**September 13, 2018**

**COUNCIL MEMBERSHIP**

**ACADEMIC MATTERS COUNCIL**

**Neal Abraham, Wesley Autio, Martha Baker, Carol Barr, Brian Beck, William Brown, Allison Butler, D. Anthony Butterfield, Marcy Clark, Catherine Dimmitt, Sharon Domier, Wei Fan, Diane Flaherty, Laura Francis, Mark Guerber, Jennifer Heuer, Maeve Howett, Patrick Kelly, Kathryn Lachman, Nancy Lamb, Meredith Lind, Linda Lowry, Pamela Marsh-Williams, Roberta Marvin, Ernest May, David Morin, Ruthann Paradise, Jennifer Randall, MJ Peterson, Linda Shea, *Chair*, Kelly Smiaroski, Kregg Strehorn, Patrick Sullivan, Nancy Symmes, Jack Wileden, Rebecca Woodland, Kate Woodmansee, Clare McGladrigan, and Colleen Coakley**

**ACADEMIC MATTERS COUNCIL**

**The Academic Matters Council recommends approval of this proposal.**

***Briefly describe the Proposal***

**We are proposing a one-course modification of the General Business Studies certificate to be more flexible for our target population. The certificate currently requires students to take four core courses and then select an elective. We would like to change the requirement to three core courses with two electives. Our students are primarily working adults without a business degree who would like to study a specific area of business to build expertise. Having two electives would allow them to select courses in business areas aligned with their own jobs or jobs into which they would like to advance. We want to attract and better serve partnerships with businesses and organizations to meet their educational needs.**

*Provide a brief overview of the process for developing this proposal.*

We reviewed the challenges of our current certificate that did not allow us to meet the needs of many working adults and the potential Head Start population and similar organizations in the nonprofit sector. Responding to many requests for exceptions to the rule whereby they want to take certain courses to count toward the certificate has been challenging because students have provided a solid rationale for doing so. We realized that making a slightly more flexible certificate would be more attractive to the working adult, and enable us to fill a gap in the education market for our adult learners.

*Describe the purpose and particular goals for this proposal.*

The primary goal is to meet the needs of working professionals who want to strengthen their skills for employment. We currently have a proposal in with the Head Start organization for their bookkeepers and accounting managers to meet new fiscal requirements. Our General Business Studies Certificate does not meet their needs as is; however, the addition/swap of one elective does. We have others interested in earning a business certificate in Marketing, but the current requirements do not allow for two marketing-related courses along with the general courses.

#### Resources

If this proposal requires no additional resources, say so and briefly explain why. If the proposed changes will require additional resources, explain how they will be paid for. Indicate how many new enrollments are expected as a result of these revisions and how the courses will accommodate them.

As these courses are a part of our Revenue Generating program, Isenberg's Undergraduate Online program, any supplemental faculty will continue to be paid for by the enrollments in these courses.

For the other specialties students would add enrollments to our sections that are already being taught, no additional resources needed.

#### Curriculum

*Describe both the current and proposed curricula for this certificate, indicating any changes, including the addition of any new courses to satisfy core or elective requirements. If the revisions include courses that have not yet received permanent status, please note their status as experimentals or in the Faculty Senate workflow. If the proposed revision does not affect the curriculum, please note so here. If you would like to attach any curricular worksheets or other materials describing the current or proposed curriculum, you may attach them below.*

The current curriculum requires taking 4 courses from the core and one elective:

ACCT 221	Introduction to Accounting
FIN 301	Corporate Finance
MGT 301	Principles of Management
MKTG 301	Fundamentals of Marketing

**OIM 301 Introduction to Operations Management**  
**Plus one elective**

**Our proposed curriculum would be to choose 3 from the list below, and two additional business courses to establish a mini-specialty if desired.**

**ACCT 221 Introduction to Accounting**  
**FIN 301 Corporate Finance**  
**MGMT 301 Principles of Management**  
**MKTG 301 Fundamentals of Marketing**  
**OIM 210 Introduction to Business Information Systems**  
**OIM 301 Introduction to Operations Management**  
**Plus two elective courses**

**We also propose adding a descriptor to the certificate name to reflect the specialty. We would add the specialty as an extension of the name.**

**Some examples might include:**

**Business Studies: Non Profit Financial Management**  
**Business Studies: Business Information Systems**  
**Business Studies: Marketing**

**The certificate is still fairly general, but could identify a specialty area on the transcript. These adult learners seem to care about this as it adds mobility both within and outside of their current organizations.**

**MOTION: That the Faculty Senate approve the Revision to the Certificate in General**  
**03-19 Business, as presented in Sen. Doc. No. 19-001.**