



New Program Report

Date Submitted:

01/04/2022

Institution

Drury University

Site Information

Implementation Date:

6/1/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

Drury University, 900 N. Benton Avenue, Springfield, MO, 65802

CIP Information

CIP Code:

529999

CIP Description:

Any instructional program in business, management, marketing and related support services not listed above.

CIP Program Title:

Business, Management, Marketing, and Related Support Services, Other

Institution Program Title:

Management and Marketing

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Business Administration

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Student Preparation

Special Admissions Procedure or Student Qualifications required:

Admission to Breech School of Business.

Specific Population Characteristics to be served:

n/a



New Program Report

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
master's or doctoral degrees

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
85%+

Expectations for professional activities, special student contact, teaching/learning innovation:
none

Student Enrollment Projections Year One-Five

Year	Full Time	Part Time	Number of Graduates
Year 1	30	0	
Year 2	45	0	
Year 3	55	0	15
Year 4	65	0	
Year 5	65	0	40

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:
Program will fall under HLC and AACSB accreditation.

Program Structure

Total Credits:

124

Residency Requirements:

30 credit hours

General Education Total Credits:

51

Major Requirements Total Credits:

63

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
BLAW 200	3	Fundamentals for Law and Ethics for Business
MKTG 348	3	Marketing Research
MATH 227	3	Introduction to Statistics
BRCH 205-208	0	Study Abroad
BLAW 374	3	Employment Law
ACCT 209	3	Principles of Accounting
FINC 331	3	Corporate Finance



New Program Report

MKTG 344	3	Consumer Behavior
ACCT 210	3	Accounting for Management
MGMT 449	3	Global Entry Strategy
BRCH 228	3	Analytical Methods
MKTG 448	3	Digital Marketing
ECON 211	3	Principles of Macroeconomics
MGMT 330	3	Leading People in Organizations
BRCH 250	2	Professional Practices and Communication
MGMT 425	3	International Management
MGMT 340	3	Project Management
BLAW 320	3	Commercial Law
CISQ 263	3	Introduction to Data Analytics
BRCH 105	1	Introduction to Excel
MGMT 356	3	Negotiation and Organizational Conflict
MKTG 337	3	Marketing
MGMT 300	3	Principles of Management
MGMT 448	3	Venture Strategy Development
ECON 210	3	Principles of Microeconomics
BRCH 480	3	Professional Business Experience

Free Elective Credits:

10

Internship or other Capstone Experience:

none

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: Beth Harville



New Program Report

Email: bharville@drury.edu

Phone: 417-873-4085

Management and Marketing Major

Sustainability in business means designing products and services that meet the short-term and long-term needs of customers and other stakeholders. The Management and Marketing major prepares the graduate for engaging and leading individuals and organizations as well as engaging stakeholders for sustainable value creation.

We have combined the Management and Marketing disciplines into one credential to concentrate our emphasis on the sustainable product offering and the organization needed to create it. The Management and Marketing major includes the same core classwork as other business majors, plus four additional major courses in Project Management, Employment Law, Marketing Research, and Strategy (either Ventures or Global Entry). The student must then choose a concentration in either Management or Marketing for an additional 9 hours. During their time at Breech, MGMT/MKTG students will have the opportunity to explore International Business, Entrepreneurship, Business Law, and advanced Marketing techniques as well as independent study and research in these fields. As with all Breech students, Management and Marketing majors must experience at least one semester of internship with a trusted partner firm or other organization.

Management and Marketing majors are not allowed to receive the Business Administration Minor, the Marketing and Entrepreneurship Minor, or an Integrated Business major with either a management or marketing track.

The Management and Marketing major requires 63 credit hours of coursework.

BBA Core Courses		27 hrs.
ACCT 209*	Principles of Accounting	3 hrs.
BRCH 105*	Introduction to Excel	1 hr.
BRCH 250*	Professional Practices and Communication	2 hrs.
CISQ 263*	Introduction to Data Analytics	3 hrs.
ECON 210*	Principles of Microeconomics	3 hrs.
ECON 211*	Principles of Macroeconomics	3 hrs.
MATH 227*	Introduction to Statistics	3 hrs.
ACCT 210	Accounting for Management	3 hrs.
BLAW 200	Fundamentals of Law and Ethics for Business	3 hrs.
BRCH 228	Analytical Methods	3 hrs.

* Breech School admittance requirements; students must complete both ECON 210 and ECON 211 for the major, but only one is required for Breech School admittance.

BBA Upper Level Core Courses		15 hrs.
BRCH 205-208**	Study Abroad	0 hrs.
BRCH 480**	Professional Business Experience	3 hrs.
FINC 331**	Corporate Finance	3 hrs.
MGMT 300**	Principles of Management	3 hrs.
MKTG 337**	Marketing	3 hrs.
<i>Choose one:</i>		
MGMT 448**	Venture Strategy Development	3 hrs.
MGMT 449**	Global Entry Strategy	3 hrs.

** Students must be admitted to the Breech School prior to enrolling in this course

Major Requirements **21 hrs.**

Required of all majors: **12 hrs.**

BLAW 374** Employment Law 3 hrs.

MGMT 340** Project Management 3 hrs.

MKTG 344** Consumer Behavior 3 hrs.

Choose one (Whichever not used in BBA Upper Level Core above):

MGMT 448** Venture Strategy Development 3 hrs.

MGMT 449** Global Entry Strategy 3 hrs.

Choose one of the following Tracks: **9 hrs.**

Track 1: Marketing

MGMT 356** Negotiation and Organizational Conflict 3 hrs.

MKTG 348** Marketing Research 3 hrs.

MKTG 448** Digital Marketing 3 hrs.

Track 2: Management

BLAW 320** Commercial Law 3 hrs.

MGMT 330** Leading People in Organizations 3 hrs.

MGMT 425** International Management 3 hrs.

** Students must be admitted to the Breech School prior to enrolling in this course