

DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

07/12/2023

Institution

Missouri Southern State University

Site Information

Implementation Date:

8/1/2024 12:00:00 AM

Added Site(s):

Selected Site(s):

Missouri Southern State University, 3950 E. Newman Road, Joplin, MO, 64801-1595

CIP Information

CIP Code:

520201

CIP Description:

A program that generally prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making.

CIP Program Title:

Business Administration and Management, General

Institution Program Title:

Business Administration

Degree Level/Type

Degree Level:

Master Degree

Degree Type:

Master of Business Administration

Options Added:

Collaborative Program:

N

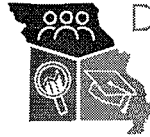
Mode of Delivery

Current Mode of Delivery

Classroom

Online

Student Preparation



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Special Admissions Procedure or Student Qualifications required:

Applicants are required to possess an earned undergraduate degree in business from a regionally accredited institution of higher learning with a minimum of a 3.0 GPA on a 4.0 scale OR an earned undergraduate degree in any discipline from a regionally accredited institution of higher learning with a minimum of a 3.0 GPA on a 4.0 scale AND demonstrate competency in accounting, economics, finance, management, marketing, and statistics.

Specific Population Characteristics to be served:

The program is designed to serve local, regional, national, and international students; however, it is anticipated that most students will be working adults located in Southwest Missouri.

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

All faculty teaching in this program will meet or exceed HLC faculty qualification guidelines. Full-time faculty will hold earned terminal degrees in business or a closely related field.

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

100%

Expectations for professional activities, special student contact, teaching/learning innovation:

Full-time faculty will fulfil standard teaching, scholarship, and service requirements.

Faculty will collaborate with regional industry partners to determine needs of potential employers, shape curriculum to ensure students obtain relevant knowledge and skillsets, foster internship opportunities, and other industry-related resources to enhance student success.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 10	Part Time: 5	
Year 2	Full Time: 10	Part Time: 5	
Year 3	Full Time: 20	Part Time: 10	Number of Graduates: 30
Year 4	Full Time: 30	Part Time: 10	
Year 5	Full Time: 40	Part Time: 20	Number of Graduates: 60

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

The program will be accredited through ACBSP (other business degrees are already ACBSP accredited) as soon as we are eligible to apply.

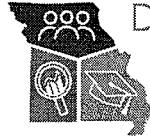
Program Structure

Total Credits:

30

Residency Requirements:

21 hours must be earned at MSSU; 9 graduate hours can be transferred from an accredited institution of higher learning.



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

General Education Total Credits:

0

Major Requirements Total Credits:

18

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
ACCT 580	3	Managerial Accounting
FIN 505	3	Managerial Finance
MRKT 573	3	Marketing & Communication
ECON 501	3	Managerial Economics
MGMT 552	3	Strategic Management & Business Policy
IB 510	3	Global Strategy
XXXX	0	See attached for Concentration options/requirements

Free Elective Credits:

12

Internship or other Capstone Experience:

n/a

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

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 program can be launched with minimal expense and falls within the institution's current operating budget.

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: WENDY
MCGRANE

Email: mcgrane-w@mssu.edu

Phone: 417-625-9801

MISSOURI SOUTHERN STATE UNIVERSITY
COLLEGE OF BUSINESS, COMMUNICATION, AND TECHNOLOGY

MEMORANDUM

Report #: GC: 22-23:16

DATE: April 19, 2023

TO: Graduate Council

FROM: Interim Dean, College of Business, Communication, and Technology

SUBJECT: Master of Business Administration

CC: Dr. Lisa Toms, Provost

Missouri Southern State University (MSSU) proposes to develop a Master of Business Administration (MBA) comprised of a General Business core with concentrations in Data Analytics, Education, Healthcare Administration, Human Resource Management, and Management. The program design allows for future concentrations such as Accounting/Finance and Justice Studies. The program will be housed in the Plaster School of Business. The program will be a collaboration between the Plaster School of Business and other MSSU departments.

The enclosed documents detail the proposal for the new Master of Business Administration.

MISSOURI SOUTHERN STATE UNIVERSITY
Graduate Council & Faculty Senate

Proposal for a NEW MAJOR or CERTIFICATE

1. **College:** Business, Communication, and Technology **Department:** _____
Date: April 19, 2023

2. **Title:** Master of Business Administration **Course #:** _____ **CIP Code:** 52.0201

3. **New Major or Certificate:** Major or **New Option:** _____ in _____

4. **Date first offered:** Fall 2024

Attach information for items 5-12 as needed.

5. **Describe the need for this new major including evidence of student demand for the program and market or societal need for the skills being developed.**

See New Major Form Addendum below

6. **Is the major interdisciplinary? Yes x, No ____.** If so, has it been approved by all departments concerned? Yes x, No ____ . If Interdisciplinary, how will coordination between the departments be accomplished?

We will work with the various departments to ensure that courses are offered in rotation to ensure students graduate on time. Courses in the various concentrations already exist.

7. **Are there similar programs offered at other Missouri institutions? Yes x, No ____.** If so, how is this program unique or different from existing programs?

8.

While almost all Missouri institutions offer an MBA program, the MSSU program is not a general MBA but offers unique concentrations in Data Analytics, Education, Healthcare Administration, Human Resource Management, and Management.

9. **Describe the curriculum requirements for the major.**

See New Major Form Addendum below

10. **What are the student learning objectives for the program?**

1. **Learning Goal 1:** Graduates of the Master of Business Administration will be able use business strategies.
 - a. Objective 1: Identify business strategies.
 - b. Objective 2: Apply business strategies to make business decisions.
2. **Learning Goal 2:** Graduates of the Master of Business Administration will be able to effectively communicate information.
 - a. Objective 1: Communicate business information in writing.
 - b. Objective 2: Orally communicate business information.

3. **Learning Goal 3:** Graduates of the Master of Business Administration will be able to use ethical frameworks to address business situations.
- Objective 1: Describe ethical frameworks relevant to business decisions.
 - Objective 2: Justify a rationale for making decisions using an ethical framework.
4. **Learning Goal 4:** Graduates of the Master of Business Administration will be able effectively work in diverse settings.
- Objective 1: Effectively collaborate in teams.
 - Objective 2: Identify the challenges of operating in the global business environment.
5. **Learning Goal 5:** Graduates of the Master of Business Administration will be able to use data to make business decisions.
- Objective 1: Identify techniques for data analysis.
 - Objective 2: Apply data analytic techniques.

11. How will the objectives be assessed?

Assessment measures will include assignments, tests, projects, data set analysis, project assignments, and final exams. Each instructor will develop assessment assignments that measure competency in the above program learning objectives.

12. If this major is approved –

- Will additional staff be needed? Yes __, No x . If yes, describe.**
- Will additional space, equipment, special library materials, or any major expense be involved? Yes _____, No x . If yes, specify program needs.**

13. Include any additional information about the program that would be helpful.

APPROVED

_____ **Date:** _____ **Date:** _____
 Department Chair School Dean

For office use only. Dates Approved:	School Curriculum Oversight Committee _____
Academic Policies _____	Faculty Senate _____ Board of Governors _____

New Master of Business Administration Form Addendum

Describe the need for this new major including evidence of student demand for the program and market or societal need for the skills being developed.

With intended on-campus and online program offerings, the proposed program was designed to appeal to both international and domestic students interested in advanced education in the business field. While there are traditional MBA programs in the state, the proposed program is unique in that it has concentrations in areas that are currently in high demand. According to the Missouri Economic Research and Information Center (MERIC) the table below outlines high demand job openings for positions that would benefit from a graduate degree in business (<https://meric.mo.gov/workforce-research/occupational-projections>). The proposed program will offer concentrations in the areas bolded below:

LATER Top Job Outlook - Statewide <i>LATER jobs typically require a Bachelor's degree or higher education</i>			
Grade	Occupation Title	Annual Openings	Average Annual Wage
A+	General and Operations Managers	5,593	\$101,610
A	Project Management Specialists and Business Operations Specialists, All Other	2,180	\$80,400
A+	Management Analysts	1,645	\$88,950
A	Human Resources Specialists	1,569	\$61,150
A	Market Research Analysts and Marketing Specialists	1,481	\$66,020
B+	Securities, Commodities, and Financial Services Sales Agents	996	\$87,560
A+	Medical and Health Services Managers	932	\$112,500
A+	Financial Managers	869	\$139,040
A	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	687	\$90,890

Source: 2020-2030 Long-Term Occupational Projections, Missouri Economic Research and Information Center

Describe the curriculum requirements for the major

Master of Business Administration (Proposed Curriculum)

Core Requirements (18 Credit Hours)		
<u>Course #</u>	<u>Course Name</u>	<u>Cr. Hrs</u>
ACCT 580	MANAGERIAL ACCOUNTING	3
ECON 501	MANAGERIAL ECONOMICS	3
FIN 575	MANAGERIAL FINANCE	3
IB 520	GLOBAL LEADERSHIP	3
MGMT 562	ORGANIZATIONAL STRATEGY	3
MRKT 573	MARKETING AND COMMUNICATION	3
Total Core Hours		18
Area of Concentration (12 Credit Hours)		12
Total Program Hours		30
Data Analytics Concentration (12 Credit Hours)		
<u>Course #</u>	<u>Course Name</u>	<u>Cr. Hrs</u>
DATA 510	FOUNDATIONS OF DATA ANALYTICS	3
DATA 520	ENTERPRISE DATA MANAGEMENT	3
DATA 540	DATA MODELS AND STRUCTURED ANALYSES	3
GB 530	DATA VISUALIZATION	3
		12
Education Concentration (12 Credit Hours)		
<u>Course #</u>	<u>Course Name</u>	<u>Cr. Hrs</u>
EDUC 615	CLASSROOM MANAGEMENT	3
EDUC 650	RESEARCH DESIGN	3
EDUC 530 630	ASSESSMENT OF STUDENT LEARNING	3
EDU 622/625	CONTENT AREA LITERACY/ADVANCED CONTENT AREA LITERACY	3
		12
Healthcare Administration Concentration (12 Credit Hours)		
<u>Course #</u>	<u>Course Name</u>	<u>Cr. Hrs</u>
HS 530	MANAGERIAL EPIDEMIOLOGY	3
HS 540	HEALTH LAW FOR HEALTHCARE ADMINISTRATORS	3
HS 550	HEALTHCARE CONFLICT RESOLUTION AND NEGOTIATION	3
HS 560	SOCIAL DETERMINANTS OF HEALTH IN THE U.S. AND THE WORLD	3
		12
Human Resource Management Concentration (12 Credit Hours)		
<u>Course #</u>	<u>Course Name</u>	<u>Cr. Hrs</u>
MGMT 543	TALENT ACQUISITION AND MANAGEMENT	3
MGMT 545	TOTAL REWARDS	3
MGMT 547	WORKPLACE LEARNING AND PERFORMANCE	3
MGMT 551	MANAGEMENT OF ORGANIZATIONS	3
		12

Management Concentration (12 Credit Hours)

<u>Course #</u>	<u>Course Name</u>	<u>Cr. Hrs</u>
GB 521	STATISTICS AND DECISION ANALYSIS	3
MGMT 505	BUSINESS LAW AND ETHICS	3
MGMT 531	OPERATIONS AND RESOURCE PLANNING	3
MGMT 551	MANAGEMENT OF ORGANIZATIONS	3
		12

Master of Business Administration Core Courses (6 courses / 18 credit hours)

ACCT 580 Managerial Accounting (3 cr.)

The course will examine the aspects of cost data and how it relates to decision making, planning and control. This course will be about more than just the numbers. The accounting information can be an effective management tool if leveraged correctly.

ECON 501 Managerial Economics (3 cr.)

The price system and resource allocation through a system of markets and prices; price and output determination in perfect and imperfect markets; resource markets and income determination.

FIN 575 Managerial Finance (3 cr.)

Analysis of business organizations' financial strength and potential; the capital budgeting and planning process; sources of capital and their costs; risk and return; asset valuation.

IB 520 Global Leadership (3 cr.)

This course examines managerial leadership in a global environment. Students will study how managers navigate institutional, social and ethical differences across country markets to achieve organizational goals. Issues examined include cross-cultural management, leadership styles, global strategy and management of global activities.

MGMT 562 Organizational Strategy (3 cr.)

This course includes a thorough analysis of industries and competitors, and how to build and defend sustainable competitive advantages by forming a successful competitive strategy.

MRKT 573 Marketing and Communication (3 cr.)

An analysis of the creation and delivery of value in customer/market relationships in fluid business environment.

Master of Business Administration Prerequisite Courses

Students entering the program will be required to have taken the following 18 credit hours of prerequisite courses (or equivalent):

ACCT 202 Principles of Managerial Accounting

ECON 202 Principles of Economics (Micro)

FIN 350 Financial Management

GB 321 Business Statistics I

MGMT 350 Fundamentals of Organizational Management

MRKT 300 Principles of Marketing

NEW

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
Academic Policies Committee/Graduate Council

Proposal for a NEW COURSE

1. College: College of Business, Communication, and Technology Department: Plaster School of Business Date: 4.19.2023
2. Course Title: Managerial Accounting Subject/Course# ACCT 580
3. CIP Code: 52.0301 (contact Associate VP for Academic Affairs)
4. Credit Hrs: 3 Lecture: x Lab: _____
5. Term first offered: Fall 2024 To be offered: Fall x Spring x Summer x
6. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
7. Will this course duplicate any courses now offered? No x Yes _____
If yes, list for which programs below

8. This course is designed for which curricula? MBA (all concentrations)
Will it be cross-listed? If so, list courses. No
9. How does this course address the student learning objectives for the curricula?
Covers managerial decision making, planning, and control.
The MBA program learning goals and objectives are outlined in the New Major or Certificate Form. We are not, yet, to the point of definitively stating in which course(s) each of these objectives will be introduced, reinforced, and assessed. Having said that, the committee is currently working on this mapping. The mapping will be in place before the program launches in the fall 2024 term.
10. Will this course be required or elective? Required x Elective _____
If this course is required, which list the programs that require it below
MBA (all concentrations)
11. Has this course been approved by the faculty of the department(s) concerned? Yes x No _____
12. If this course is approved -
- a. Will additional staff be needed? Yes _____ No x
- b. Will additional space, equipment, or any major expensed be involved? Yes _____ No X
- c. Will a course and/or program fee will be added to this course? Yes X No _____
Amount \$40/cr.hr. Description Program fees will be the same as the fees currently assigned to the MSM.
- d. What library resources would you like to have for this course?
No additional resources
- IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN
Course fee applicable to all Plaster offerings
13. Will this course be part of our general education offerings? Yes _____ No x

**MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS**

SCHOOL: College of Business, Communication, and Technology

DEPARTMENT: Plaster School of Business

COURSE TITLE: Managerial Accounting

COURSE CIP NO: 52.0301

CREDIT: 3 cr. hrs.

PREPARED BY: Dr. Deborah Combs, Associate Professor of Accounting

DATE APPROVED BY DEPARTMENT: April 19, 2023

SIGNATURE: _____
Dr. Thomas Schmidt, Interim Dean

COURSE DESCRIPTION FOR CATALOG

ACCT 580 (Demand) 3 hrs. cr.
Managerial Accounting

The course will examine the aspects of cost data and how it relates to decision making, planning and control. This course will be about more than just the numbers. The accounting information can be an effective management tool if leveraged correctly.

LEARNING OBJECTIVES

1. Evaluate ethical issues as they apply to management accounting decision making.
2. Use managerial costing techniques for decision making.
3. Use managerial variance techniques for decision making.
4. Analyze financial models to determine alternative investments.
5. Prepare forecasting techniques to make future predictions.

TIME ON TASK /ASSURANCE OF LEARNING

Discussion boards, cases, papers, exams, and other assignments may be utilized to evaluate progress in addressing the Course Objectives.

On average a student should expect to spend the equivalent of a classroom based 16-week semester time on this course, or 18-24 hours per week as an 8-week course. Significant time will be spent reading text and class supplemental material, analyzing, and writing.

NEW

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
Academic Policies Committee/Graduate Council

Proposal for a NEW COURSE

1. College: College of Business, Communication, and Technology Department: Plaster School of Business Date: 4.19.2023

2. Course Title: Managerial Economics Subject/Course# ECON 501

3. CIP Code: 52.0601 (contact Associate VP for Academic Affairs)

4. Credit Hrs: 3 Lecture: Lab:

5. Term first offered: Fall 2024 To be offered: Fall x Spring x Summer x

6. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.

7. Will this course duplicate any courses now offered? No x Yes
If yes, list for which programs below

8. This course is designed for which curricula? MBA (all concentrations)
Will it be cross-listed? If so, list courses. No

9. How does this course address the student learning objectives for the curricula?

Covers economic theory and managerial decision making.

The MBA program learning goals and objectives are outlined in the New Major or Certificate Form. We are not, yet, to the point of definitively stating in which course(s) each of these objectives will be introduced, reinforced, and assessed. Having said that, the committee is currently working on this mapping. The mapping will be in place before the program launches in the fall 2024 term.

10. Will this course be required or elective? Required x Elective
If this course is required, which list the programs that require it below

MBA (all concentrations)

11. Has this course been approved by the faculty of the department(s) concerned? Yes x No

12. If this course is approved -

- a. Will additional staff be needed? Yes No x
- b. Will additional space, equipment, or any major expensed be involved? Yes No x
- c. Will a course and/or program fee will be added to this course? Yes x No

Amount \$40/cr.hr. Description Program fees will be the same as the fees currently assigned to the MSM.

d. What library resources would you like to have for this course?

No additional resources

IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN

Course fee applicable to all Plaster offerings

13. Will this course be part of our general education offerings? Yes No x

**MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS**

SCHOOL: College of Business, Communication, and Technology

DEPARTMENT: Plaster School of Business

COURSE TITLE: Managerial Economics

COURSE CIP NO: 52.0601

CREDIT: 3 cr. hrs.

PREPARED BY: Dr. Nii Adote Abrahams, Professor of Economics

DATE APPROVED BY DEPARTMENT: April 19, 2023

SIGNATURE: _____
Dr. Thomas Schmidt, Interim Dean

COURSE DESCRIPTION FOR CATALOG:

ECON 501 (Demand) 3 hrs. cr.
Managerial Economics

The price system and resource allocation through a system of markets and prices; price and output determination in perfect and imperfect markets; resource markets and income determination.

LEARNING OBJECTIVES

1. Describe of the nature of the economic problem.
2. Articulate the competitive model.
3. Explain the production function.
4. Analyze the theory of cost.
5. Compare the different market structures.

TIME ON TASK /ASSURANCE OF LEARNING

Discussion boards, cases, papers, exams, and other assignments may be utilized to evaluate progress in addressing the Course Objectives.

On average a student should expect to spend the equivalent of a classroom based 16-week semester time on this course, or 18-24 hours per week as an 8-week course. Significant time will be spent reading text and class supplemental material, analyzing, and writing.

NEW

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
Academic Policies Committee/Graduate Council

Proposal for a NEW COURSE

1. College: College of Business, Communication, and Technology Department: Plaster School of Business Date: 4.19.2023

2. Course Title: Managerial Finance Subject/Course# FIN 575

3. CIP Code: 52.0801 (contact Associate VP for Academic Affairs)

4. Credit Hrs: 3 Lecture: 3 Lab: _____

5. Term first offered: Fall 2024 To be offered: Fall x Spring x Summer x

6. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.

7. Will this course duplicate any courses now offered? No x Yes _____
If yes, list for which programs below

8. This course is designed for which curricula? MBA (all concentrations)
Will it be cross-listed? If so, list courses. NO

9. How does this course address the student learning objectives for the curricula?

Covers the finance content.
The MBA program learning goals and objectives are outlined in the New Major or Certificate Form. We are not, yet, to the point of definitively stating in which course(s) each of these objectives will be introduced, reinforced, and assessed. Having said that, the committee is currently working on this mapping. The mapping will be in place before the program launches in the fall 2024 term.

10. Will this course be required or elective? Required x Elective _____
If this course is required, which list the programs that require it below

MBA (all concentrations)

11. Has this course been approved by the faculty of the department(s) concerned? Yes x No _____

12. If this course is approved -

- a. Will additional staff be needed? Yes _____ No x
- b. Will additional space, equipment, or any major expensed be involved? Yes _____ No x
- c. Will a course and/or program fee will be added to this course? Yes x No _____

Amount \$40/cr.hr. Description Program fees will be the same as the fees currently assigned to the MSM.

d. What library resources would you like to have for this course?

No additional resources needed.

IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN

Course fee applicable to all Plaster offerings

13. Will this course be part of our general education offerings? Yes _____ No x

**MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS**

SCHOOL: College of Business, Communication, and Technology

DEPARTMENT: Plaster School of Business

COURSE TITLE: Managerial Finance

COURSE CIP NO: 52.0801

CREDIT: 3 cr. hrs.

PREPARED BY: Dr. Brian Nichols, Professor of Finance

DATE APPROVED BY DEPARTMENT: April 19, 2023

SIGNATURE: _____
Dr. Thomas Schmidt, Interim Dean

COURSE DESCRIPTION FOR CATALOG

FIN 575 (Demand) 3 hrs. cr.
Managerial Finance

Analysis of business organizations' financial strength and potential; the capital budgeting and planning process; sources of capital and their costs; risk and return; asset valuation.

LEARNING OBJECTIVES

1. Describe the importance of the financial function to the total business organization.
2. Use analytical tools to evaluate capital budgeting decisions.
3. Apply financial models to corporate decisions.

TIME ON TASK /ASSURANCE OF LEARNING

Discussion boards, cases, papers, exams, and other assignments may be utilized to evaluate progress in addressing the Course Objectives.

On average a student should expect to spend the equivalent of a classroom based 16-week semester time on this course, or 18-24 hours per week as an 8-week course. Significant time will be spent reading text and class supplemental material, analyzing, and writing.

NEW

Proposal No. _____

**MISSOURI SOUTHERN STATE UNIVERSITY
Academic Policies Committee/Graduate Council**

Proposal for a NEW COURSE

1. College: College of Business, Communication, and Technology Department: Plaster School of Business Date: 4.19.2023
2. Course Title: Statistics and Decision Analysis Subject/Course# GB 521
3. CIP Code: 52.1302 (contact Associate VP for Academic Affairs)
4. Credit Hrs: 3 Lecture: x Lab: _____
5. Term first offered: Fall 2024 To be offered: Fall x Spring x Summer x
6. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
7. Will this course duplicate any courses now offered? No x Yes _____
If yes, list for which programs below

8. This course is designed for which curricula? MBA (Management track)
Will it be cross-listed? If so, list courses. No
9. How does this course address the student learning objectives for the curricula?
Covers the analysis of statistical data and decision analysis
10. Will this course be required or elective? Required x Elective _____
If this course is required, which list the programs that require it below
MBA (Management track)
11. Has this course been approved by the faculty of the department(s) concerned? Yes x No _____
12. If this course is approved -
- a. Will additional staff be needed? Yes _____ No x
 - b. Will additional space, equipment, or any major expensed be involved? Yes _____ No x
 - c. Will a course and/or program fee will be added to this course? Yes x No _____
Amount _____ Description _____
 - d. What library resources would you like to have for this course?
No additional resources
- IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN**
Course fee applicable to all Plaster offerings
13. Will this course be part of our general education offerings? Yes _____ No x

NEW

Proposal No. _____

**MISSOURI SOUTHERN STATE UNIVERSITY
Academic Policies Committee/Graduate Council**

Proposal for a NEW COURSE

1. College: College of Business, Communication, and Technology Department: Plaster School of Business Date: 4.19.2023
2. Course Title: Management of Organizations Subject/Course# MGMT 551
3. CIP Code: 52.0201 (contact Associate VP for Academic Affairs)
4. Credit Hrs: 3 Lecture: Lab:
5. Term first offered: Fall 2024 To be offered: Fall x Spring x Summer x
6. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
7. Will this course duplicate any courses now offered? No x Yes
If yes, list for which programs below
8. This course is designed for which curricula? MBA (Management track)
Will it be cross-listed? If so, list courses. No
9. How does this course address the student learning objectives for the curricula?
Covers the management content.
10. Will this course be required or elective? Required x Elective
If this course is required, which list the programs that require it below
MBA (Management track)
11. Has this course been approved by the faculty of the department(s) concerned? Yes x No
12. If this course is approved -
- a. Will additional staff be needed? Yes No x
 - b. Will additional space, equipment, or any major expensed be involved? Yes No x
 - c. Will a course and/or program fee will be added to this course? Yes x No
Amount Description
 - d. What library resources would you like to have for this course?
No additional resources
- IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN**
Course fee applicable to all Plaster offerings
13. Will this course be part of our general education offerings? Yes No x

NEW

Proposal No. _____

MISSOURI SOUTHERN STATE UNIVERSITY
Academic Policies Committee/Graduate Council

Proposal for a NEW COURSE

1. College: College of Business, Communication, and Technology Department: Plaster School of Business Date: 4.19.2023
2. Course Title: Marketing and Communication Subject/Course# MRKT 573
3. CIP Code: 52.1401 (contact Associate VP for Academic Affairs)
4. Credit Hrs: 3 Lecture: Lab:
5. Term first offered: Fall 2024 To be offered: Fall x Spring x Summer x
6. COURSE DESCRIPTION: Attach a syllabus prepared according to established guidelines.
7. Will this course duplicate any courses now offered? No x Yes
If yes, list for which programs below
8. This course is designed for which curricula? MBA (all concentrations)
Will it be cross-listed? If so, list courses. No
9. How does this course address the student learning objectives for the curricula?
Covers the marketing and business communications content. The MBA program learning goals and objectives are outlined in the New Major or Certificate Form. We are not, yet, to the point of definitively stating in which course(s) each of these objectives will be introduced, reinforced, and assessed. Having said that, the committee is currently working on this mapping. The mapping will be in place before the program launches in the fall 2024 term.
10. Will this course be required or elective? Required x Elective
If this course is required, which list the programs that require it below
MBA (all concentrations)
11. Has this course been approved by the faculty of the department(s) concerned? Yes x No
12. If this course is approved -
a. Will additional staff be needed? Yes No x
b. Will additional space, equipment, or any major expensed be involved? Yes No x
c. Will a course and/or program fee will be added to this course? Yes x No
Amount \$40/cr.hr. Description Program fees will be the same as the fees currently assigned to the MSM.
- d. What library resources would you like to have for this course?
No additional resources

IF THE ANSWER TO ANY PART OF QUESTION 12 IS "YES", PLEASE EXPLAIN

Course fee applicable to all Plaster offerings

13. Will this course be part of our general education offerings? Yes No x

**MISSOURI SOUTHERN STATE UNIVERSITY
COURSE SYLLABUS**

SCHOOL: College of Business, Communication, and Technology

DEPARTMENT: Plaster School of Business

COURSE TITLE: Marketing and Communication

COURSE CIP NO: 52.1401

CREDIT: 3 cr. hrs.

PREPARED BY: Dr. Paula Carson, Professor of Management

DATE APPROVED BY DEPARTMENT: April 19, 2023

SIGNATURE: _____
Dr. Thomas Schmidt, Interim Dean

COURSE DESCRIPTION FOR CATALOG

MBA 573 (Demand) 3 hrs. cr.
Marketing and Communication

An analysis of the creation and delivery of value in customer/market relationships in fluid business environment.

LEARNING OBJECTIVES

1. Describe the marketing mix.
2. Develop marketing strategies.
3. Model key marketing skills in the marketing mix.
4. Create integrated marketing communications.

TIME ON TASK /ASSURANCE OF LEARNING

Discussion boards, cases, papers, exams, and other assignments may be utilized to evaluate progress in addressing the Course Objectives.

On average a student should expect to spend the equivalent of a classroom based 16-week semester time on this course, or 18-24 hours per week as an 8-week course. Significant time will be spent reading text and class supplemental material, analyzing, and writing.