



**NEW PROGRAM PROPOSAL FORM**

---

**Sponsoring Institution(s):** University of Central Missouri

**Program Title:** Events Marketing and Management

**Degree/Certificate:** Bachelor of Science in Business Administration (BSBA)

**Options:** none

**Delivery Site(s):** Warrensburg campus

**CIP Classification:** 520901

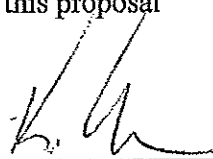
\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/ProgramInventory/search.jsp](http://highered.mo.gov/ProgramInventory/search.jsp)

**Implementation Date:** August, 2017

**Cooperative Partners:** N/A

\*If this is a collaborative program, form CL must be included with this proposal

**AUTHORIZATION:**

Kim Andrews, Vice Provost for Academic Programs and Services  11/30/2016

Name/Title of Institutional Officer	Signature	Date
-------------------------------------	-----------	------

Christine Opatryn	660-238-0547
-------------------	--------------

Person to Contact for More Information	Telephone
--	-----------

## RATIONAL FOR PROGRAM

### **Introduction:**

The BSBS in Events Marketing and Management major is a cross-disciplinary business program that prepares students for employment in organizations as events marketers and managers as well as other marketing and managerial business positions.

This program uses existing courses for 117 credits of the 120 credit program. The program includes UCM General Education courses, Bachelor of Science in Business Administration (BSBA) prerequisites, BSBA core, courses from the BSBA in Hospitality Management and courses from the BSBA in Marketing. The only new course in this major is HM 4825 Advanced Events Management

### **Justification:**

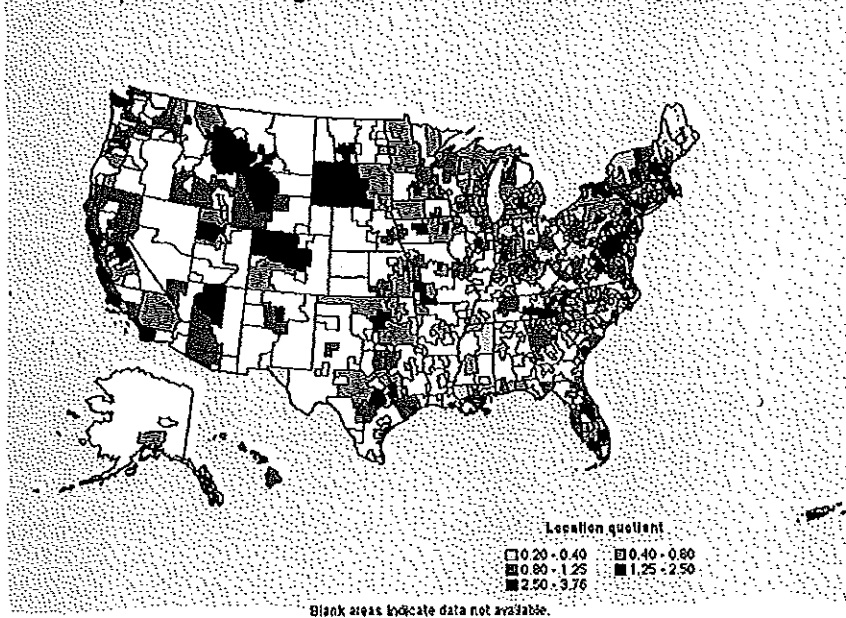
The BSBA in Events Marketing and Management (BSBA EMM) is a natural progression of the degree programs between the Department of Marketing and Public Relations and the Department of Management.

Event and service planners coordinate and manage conferences, meetings, and events. A bachelor's degree in events, hospitality, marketing, communications or a related field typically is needed to start a career in this area. Some programs offer a concentration in event planning. In these programs, students can expect to complete courses in special events marketing, related technology (e.g., CRM and digital management), media relations and cost control strategies (study.com). This Program will ensure students moving into this career area will have the skillset needed and a degree demonstrating training in this area.

The U.S. Bureau of Labor Statistics (2013) projected that event, meeting and convention planners could see a 10% increase in employment from 2014-2024. This was higher than the national average for other occupations. The biggest employer of meeting and event planners are business, professional and political organizations, followed by hotels/motels, and colleges/universities. This statistic is also supported by other industry research (<http://blog.planningpod.com/tag/industry-research/>).

With an annual median salary of \$45,810 (and the top 10% earning \$79,270), meeting and event planners rank #14 in the Best Business Jobs and #66 in the Top 100 Best Jobs in United States (usnews.com). A regional review shows a low quotient for Missouri as a whole, but high quotient for specific areas like Kansas City, Missouri and St. Louis, MO, with Columbia, MO showing up on the list for "highest concentration of jobs" (bls.gov).

Location quotient of meeting, convention, and event planners, by area, May 2015



### Competitor Programs

A recent search of competitor programs which was conducted using the CHRIE website (Council on Hotel & Restaurant Institutional Education- the hospitality and tourism educators). There are no competitor programs in Missouri and the surrounding states. The only 'business' degree is offered by Fort Hays State which is not AACSB accredited. All others are BS, BA or AAS degrees not housed in the business college/school. The CHRIE list yielded no programs with an 'Events' focus.



**STUDENT ENROLLMENT PROJECTIONS & EVIDENCE OF MARKET DEMAND**

Year	1	2	3	4	5
Full Time	9	18	29	41	54
Part Time	1	2	3	4	6
Total	10	20	32	45	60

Please provide a rationale regarding how student enrollment projections were calculated:

Currently, the Harmon College of Business and Professional Studies offers programs in Hospitality Management, Hotel and Restaurant Administration, Entrepreneurship, Management and Marketing. We anticipate a number of students in each of these majors will choose a second major in Events Marketing and Management given the specialization this additional program provides. Further, with growing demand for event planning specialists in the State of Missouri, especially in the Kansas City and St. Louis regions, we expect first-time, full-time freshmen and transfer students to desire this program as primary major in order to pursue a career in the event planning arena. Student enrollment projections are based on current enrollments within the Harmon College as well as the forecasted degree-qualified event planning personnel demand in the State of Missouri from the Bureau of Labor Statistics.

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

BSBA majors at UCM, especially those students who have majors from the Department of Marketing and Public Relations and the Department of Management at the University of Central Missouri are increasingly finding employment in the event management and event services areas. Both departments acknowledge a mutual need for marketing and event planning courses of study in the business school. This proposed major does utilize one new course HM Advanced Events Management. Thus the proposed program will not need additional resources beyond those already available from the two departments unless the proposed major grows significantly. The proposed major allows students to obtain specific

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



education, practice via internship and ultimately, a degree in the events management area. This program will ensure students moving into this career field will have the skillset needed and a degree demonstrating training in this area. Event and service planners coordinate and manage conferences, meetings, and events. A bachelor's degree in events, hospitality, marketing, communications or a related field typically is needed to start a career in this area. Some programs offer a concentration in event planning. In these programs, students can expect to complete courses in special events marketing, related technology (e.g., CRM and digital management), media relations and cost control strategies (study.com). This Program will ensure students moving into this career area will have the skillset needed and a degree demonstrating training in this area. A recent search of competitor programs was conducted using the CHRIE website (Council on Hotel & Restaurant Institutional Education- the hospitality and tourism educators). There are no 'non-business' focused events programs in Missouri and the surrounding states (e.g., BS in Events Management). Further, there are no 'business' degrees accredited by AACSB in Missouri and the surrounding states with an events focus. The U.S. Bureau of Labor Statistics (2013) projected that event, meeting and convention planners could see a 10% increase in employment from 2014-2024. This was higher than the national average for other occupations. The biggest employer of meeting and event planners are business, professional and political organizations, followed by hotels/motels, and colleges/universities. This statistic is also supported by other industry research (<http://blog.planningpod.com/tag/industry-research/>). With an annual median salary of \$45,810 (and the top 10% earning \$79,270), meeting and event planners rank #14 in the Best Business Jobs and #66 in the Top 100 Best Jobs in United States (usnews.com). A regional review shows a high quotient for specific areas like Kansas City, Missouri and St. Louis, MO, with Columbia, MO showing up on the list for "highest concentration of jobs" (bis.gov). In an article from January, 2015 by Jeff Kear, Event planning as we know it is over (welcome to a brave new era) the following statistics were cited (<http://blog.planningpod.com/tag/industry-research/>) • "The events industry is the quiet elephant in the room among large industries. It generates well over \$1 trillion in revenues in the U.S. alone and is bigger than the auto industry and the data/IT industry. In addition, the U.S. Bureau of Labor Statics predicts that the event industry will expand 44% from 2010 to 2020 , which exceeds most growth predictions for other industries. • As the industry proceeds to expand, more and more savvy, experienced professionals with considerable (and impressive) skill sets will be required. Event planners of the 21st Century must have a firm grasp on marketing and sales, customer service, project management, design, human resources, communications, contract negotiations and many other disciplines in order to be successful; few other professions demand such a broad base of competencies. • With all this growth and income pouring in, innovation is not far behind, and we are seeing an unprecedented amount of technological innovation in the event sector right now, which will also require a work force that is equipped with the requisite skill sets to understand and employ these event tech solutions." The proposed BSBA in Events Management and Marketing focuses on several components listed in the above analysis: BSBA core classes, major" courses in sales, customer service, organizational behavior,

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

Form SE - Student Enrollment Projections



events management, etc. In the technology realm are 3 major courses, HM 3870, MKT 3450 and MKT 3470.

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

Form SE - Student Enrollment Projections

## **PROGRAM DUPLICATION**

A recent search of competitor programs was conducted using the CHRIE website (Council on Hotel & Restaurant Institutional Education- the hospitality and tourism educators). There are no 'non-business' focused events programs in Missouri and the surrounding states (e.g., BS in Events Management). Further, there are no 'business' degrees accredited by AACSB in Missouri and the surrounding states with an events focus. The only 'business' degree is offered by Fort Hays State which is not AACSB accredited. All others are BS, BA or AAS degrees not housed in the business college/school. The CHRIE list yielded no programs with an 'Events' focus.



PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: N/A

C. General education: Total credits: 43

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
Foundational Skills	12	Writing I = 3 credits,
		Writing II = 3 credits,
		Managing Information = 3 credits
Knowledge Areas	28	Knowledge I = 9 cr: (Literature 3 cr, Fine Arts 3 cr, Language/Humanities 3cr)
		Knowledge II = 10 cr: (Science w/ lab 4 cr, Math 3 cr, Additional 3 cr)
		Knowledge III = 9 cr: (History 3 cr, Soc/Beh Science 3 cr, Additional 3 cr)
Engagement	3	Engagement 3cr
Integration	(3)	Hours are also included in the major (MGT 4357)

D. Major requirements: Total credits: 69

Course Number	Credits	Course Title
BSBA Prerequisites	15	Acct 2101 and 2102 Principles of Managerial and Financial Accounting
		Econ 1011 Principles of Micro economics
		Blaw 2720 Legal Environment of Business
		Fin 2801 Business Statistics I
		(also 6 credits included in General Education: Econ 1010 and CIS 1600)
BSBA Core	24	Cis 3630 Management Information Systems
		Fin 3801 Business Statistics II
		Fin 3850 Principles of Finance
		Mgt 3315 Management of Organizations
		Mgt 3325 Business Communication
		Mgt 3360 Supply Chain and Operations Management
		Mkt 3405 Marketing Policy
		Mgt 4357 Organizational Pol & Strategy

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



Required Major Courses	18	HM 3825 Events Management
		HM 4825 Advanced Events Management
		MGT 3385 or MKT 3485 Integrative Business Experience Practicum
		HM 3880 or MKT 3435 Internship
		MKT 3430 Professional Sales
		MKT 3470 Services Marketing
Major Electives	12	Choose 12 hours from the following:
		HM 3830 Hospitality and Tourism Marketing
		HM 3870 Digital Hospitality Management
		MGT 3320 Systems Teams and Organizational Behavior
		MKT 3450 Digital Marketing
		MKT 4450 Integrated Marketing Comm OR PR 3640 Integrated Strat Comm
		PR 3625 Design and Layout for Public Relations
		Other approved course (maximum 3 credits)

E. Free elective credits:

8

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

All BSBA Majors take a capstone experience class, Organizational Policy and Strategy.

Student in this program will be required to take one of two internship classes: HM 3880 or MKT 3435.

Specific learning objectives are set for the student. The department works with the Harmon College Internship Office to ensure the student is placed in an internship position that meets these learning objectives. Student progress reports are due periodically throughout the semester with feedback from the student and the employer. At the end of the student's experience, both the student and the employer are administered a survey that is used for feedback to the program.

G. Any unique features such as interdepartmental cooperation:

This program is a cooperative effort between the UCM Harmon College of Business and Professional Studies Department of Marketing and Public Relations and the Department of Management. The program will be jointly owned and administered. The program major courses are existing courses in the two departments, the only new course is HM 4825 Advanced Events Management.

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

Form PS – Program Structure



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

---

Institution Name      University of Central Missouri  
Program Name        BSBA Events Marketing and Management  
Date      December 1, 2016

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
See Appendix 1, this information was taken from the UCM Fall 2016 Undergraduate Catalog.
- Characteristics of a specific population to be served, if applicable.  
BSBA majors at UCM, especially those students who have majors from the Department of Marketing and Public Relations and the Department of Management at the University of Central Missouri are increasingly finding employment that includes event planning, management, marketing and services. Both departments acknowledge a mutual need for marketing and event management courses of study in the business school. This proposed major does utilize one new course, HM 4825 Advanced Events Management. Thus the proposed program will not need additional resources beyond those already available from the two departments unless the proposed major grows significantly. The proposed major allows students to obtain specific education, practice via internship and ultimately, a degree in the events management area. This program will ensure students moving into this career field will have the skillset needed and a degree demonstrating training in this area.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
The proposed program consists of general education, business prerequisites, business core and major courses as outlined in Form PS. The Department of Marketing and Public Relations and the Department of Management both reside within the Harmon College of Business and Professional Studies. The BSBA programs in the Harmon College hold AACSB Accreditation. Thus, all faculty in both department must meet AACSB qualifications.

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here. Within the 30 hours of courses in the major, 80%-100% of the courses will be taught by full time faculty.
- Expectations for professional activities, special student contact, teaching/learning innovation.  
The proposed major requires students to take the Integrative Business Experience (IBE) course block. Additionally, the proposed BSBA in Events Marketing and Management requires an internship. See Appendix 2 for further explanation of the Integrative Business Experience teaching/learning innovation as well as the Internship requirement.

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
60
- Percent of full time and part time enrollment by the end of five years.  
Most students in this program are expected to be full time traditional age students.

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
Expect 15 graduates per annum at three years and 25 graduates per annum at five years after implementation.
- Special skills specific to the program.  
The graduate with a B.S.B.A Events Marketing and Management will use the knowledge and skills obtained in the program to:  
Have a customer service focus  
Gain career and professional development through Internship opportunities  
Apply analysis and problem solving skills to assess events marketing and management situations and develop strategies for Implementation
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

See Appendix 3 for information on UCM General Education and the General Education Assessment Policy. This information was taken from the UCM Fall 2016 Undergraduate Catalog.

- Placement rates in related fields, in other fields, unemployed.  
According to the UCM Career Services 2014-2015 Annual Report, Harmon College of Business and Professional Studies graduates have a 96% placement rate.  
<https://www.ucmo.edu/career/students/resources/documents/business14-15.pdf>
- Transfer rates, continuous study.  
ROGER NOT SURE WHAT THEY ARE ASKING HERE OR HOW TO GET IT?

### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**  
The Department of Marketing and Public Relations and the Department of Management both reside within the Harmon College of Business and Professional Studies. The BSBA programs in the Harmon College hold AACSB Accreditation. Approval of this program at UCM will include the program on the list of BSBA programs at UCM that are AACSB accredited. AACSB International is located at 777 South Harbour Island Boulevard, Suite 750, Tampa, FL 33602; phone 813-769-6500; web page [aacsb.edu](http://aacsb.edu).

### 6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*  
The School of Business Administration within the Harmon College of Business and Professional Studies conducts alumni surveys every 5 years. The proposed BSBA degree program will be included in the satisfaction surveys every 5 years. Satisfaction rates are expected to be high.
- Expected satisfaction rates for employers, including timing and method of surveys.  
Employer satisfaction for internships is measured by the Harmon College of Business and Professional Studies Center for Internships at the end of each internship. Satisfaction rates are reported in a yearly report.

### 7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.  
See INSTITUTIONAL CHARACTERISTICS FORM

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

## **PLANS FOR ACCREDITATION**

Accreditation is important for our students. Accreditation opens doors for our students including additional access to corporate internships (such as Darden), and corporate management training at chains like Hyatt.

All BSBA programs in the Harmon College of Business and Professional Studies are accredited by AACSB. Approval of this program at UCM will include the program on the list of BSBA programs at UCM that are AACSB accredited.

Accreditation is important and is recognized by the International Council on Hotel, Restaurant and Institutional Education (ICHRIE), an institution that is the global advocate for hospitality and tourism education and training. This organization connects hospitality and tourism programs across the United States and the world. Not one of the top 20 hospitality programs is unaccredited.

## **INSTITUTIONAL CHARACTERISTICS**

**Institutional characteristics demonstrating why UCM is particularly well equipped to support the proposed BSBA in Events Marketing and Management.**

The BSBA in Events Marketing and Management (BSBA EMM) is a natural progression of the degree programs between the Department of Marketing and Public Relations and the Department of Management. The program is a cross-disciplinary business program that prepares students for employment in organizations as events marketers and managers as well as other marketing and managerial business positions.

This program uses existing courses for 117 credits of the 120 credit program. The program includes UCM General Education courses, Bachelor of Science in Business Administration (BSBA) prerequisites, BSBA core, courses from the BSBA in Hospitality Management, and courses from the BSBA in Marketing. Current faculty in the Department of Management and the Department of Marketing and Public Relations have the expertise needed to provide the program. Because of program structure, no additional faculty lines will be needed.

The School of Business and the Department of Management and the Department of Marketing and Public Relations have a long history of program assessment. This experience with assessment will assure a quality assessment plan for this program. In addition, the University is in the process of implementing the Tk20 assessment platform and hired a University Assessment Coordinator that will further assessment efforts in this and other programs across campus.

The current BSBA programs in the UCM HCBPS are accredited by the AACSB. Thus, infrastructure for the accreditation of this program is already in place. It will be included the program on the list of BSBA programs that will be reviewed by AACSB during their next site visit to UCM.

**APPENDIX 1 TO FORM PG**  
**Major Specific Information**

Major Specific Information regarding Accreditation, BSBA Policies, BSBA Admission Requirements, BSBA Graduation Requirements and BSBA Core Courses can be found below and were copied directly from the Fall 2016 UCM Undergraduate Catalog (pp. 102-103).

**School of Business Administration**

The School of Business Administration is comprised of:

- The Department of Computer Information Systems
- The Department of Economics and Finance & The School of Accountancy
- The Department of Management
- The Department of Marketing and Public Relations

**Accreditation**

The School of Business Administration and the Accountancy program are accredited by AACSB International located at 777 South Harbour Island Boulevard, Suite 750, Tampa, FL 33602; phone 813-769-6500; web page aacsb.edu.

**Bachelor of Science in Business Administration Degree Program Statement of Policy**

Admission to B.S.B.A. Programs. Acceptance and registration in business administration courses or the declaration of intent to complete a business major do not guarantee admission to the B.S.B.A. programs. A student is not officially admitted to the B.S.B.A. until he/she is notified in writing by a representative of the SoBA. Only those students who have been officially admitted to the B.S.B.A. program may file for an application for graduation for the B.S.B.A. degree. The desire of the faculty in the SoBA is for all UCM students to succeed. To facilitate and support (1) overall academic program quality, (2) student progress through his/her academic program at the desired rate and (3) to better ensure receiving the maximum benefit from the curriculum design, students who desire to earn a B.S.B.A. degree are to enroll and take courses that are specifically designed for their academic classification. This means that freshmen (those who have completed 0-29.5 semester hours of college credit) who take courses within the SoBA will enroll in 1000 level courses only, sophomores (completed 30-59.5 semester hours) will enroll in 2000 or 1000 level courses, juniors (completed 60-89.5 semester hours) will enroll in 3000, 2000, or 1000 level courses and seniors (all students who have completed 90 semester hours) will enroll in 4000 level courses or below. All UCM students enrolled in business and economics courses are required to comply with prerequisites for those courses. Students who have not been admitted to a B.S.B.A. degree program may not enroll in more than a total of 30 semester hours in courses with the following prefixes: ACCT, CIS, ECON, ESE, FIN, HRM, MKT, MGT. \*\* \*\*Deviations from this limit must be approved in writing by the dean of the Harmon College of Business and Professional Studies.

**Bachelor of Science in Business Administration Admission Requirements.**

Admission to all B.S.B.A. degree programs is conditional upon the completion of the departmental requirements and the following prerequisites:

1. The following pre-admission courses:

ACCT 2101	Principles of Financial Accounting....	3
ACCT 2102	Principles of Managerial Accounting...	3
BLAW 2720	Legal Environment of Business.....	3
GE CIS 1600	Business Information Management.....	3

GEECON 1010 Principles of Macroeconomics.....	3
ECON 1011 Principles of Microeconomics...	3
FIN 2801 Business Statistics I.....	3
GE MATH 1111 College Algebra.....	3

2. All students pursuing a B.S.B.A degree must earn a letter grade of C or better in each pre-admission course.

3. Attainment of a 2.25 or above (2.65 or above for admission to the B.S.B.A. in Accountancy, 2.40 or above for admission to the B.S.B.A. in Finance) cumulative grade-point average on a scale of 4.00 for all credit hours completed and attainment of 2.25 or above (2.65 or above for admission to the B.S.B.A. in Accountancy, 2.40 or above for admission to the B.S.B.A. in Finance) grade-point average on the 24 semester hours of pre-admission courses.

4. Transfer students from other colleges and universities must meet all degree program admission requirements. Transfer students may take appropriate additional course work to fulfill admission requirements.

5. Admission to the B.S.B.A. program is in addition to university admission. Students will be admitted to the B.S.B.A. program once all admission criteria are met. Students are responsible to ensure that they have met all pre-admission criteria and have been officially admitted to the B.S.B.A. program.

**Additional Bachelor of Science in Business Administration Graduation Requirements.**

In addition to specified major and other requirements, all students graduating with a B.S.B.A. degree must satisfy the following requirements:

1. Students are required to earn at least 50 percent of their required business major credit hours for a B.S.B.A. degree at UCM.
2. Students must achieve a minimum cumulative grade-point average of 2.25 (2.65 for Accountancy, 2.40 for Finance).

**Transfer of Credit**

Students planning to transfer to UCM should expect to complete most major business courses during their junior and senior years. A student from a two-year or four-year institution may transfer pre-admission courses equivalent to those required for the B.S.B.A. degree at UCM. Transfer students from four-year institutions should obtain transfer information from the academic department offering the major.

Upper-level (3000/4000) courses cannot generally be transferred from a two-year institution and applied to a B.S.B.A. degree. However, the department chair responsible for the UCM course may elect to allow such a transfer for equivalent credit. Before the department chair may accept the transfer course for equivalent credit, the course must be validated through a departmentally administered examination or successful completion of a more advanced course in the discipline.

The specific validation requirement to be applied will be designated by the department chair. The validation policy for the SoBA is consistent with policies and guidelines at comparable business schools and is in effect for all students desiring to transfer courses completed at a community or junior college. Upper-level (3000/4000) course work transferred from a four-year institution must be reviewed by the department chair before such work can be applied to a B.S.B.A. degree. The department chair may choose to apply the validation requirement to such transfers.

**Bachelor of Science in Business Administration Core Courses.**

All B.S.B.A. degree program students are required to successfully complete carefully selected and designed 3000 and 4000 level business core courses. Students may enroll in 3000 level core courses after successfully completing 59.5 semester hours and may enroll in 4000 level core courses after successfully completing 89.5 semester hours.



Prerequisite course requirements are to be complied with at all levels of the core and in other UCM business courses. Exception to these rules concerning core courses may be granted by the chair of the department in the SoBA in which the course is offered. SoBA 3000 and 4000 level core courses are listed as an integral part of departmental academic programs.

Please refer to the following pages of this section of the UCM catalog for a complete listing of core and major courses required by the faculty in each program in the SoBA.

**High-Impact Learning Opportunities for Students in the School of Business Administration**

- Class projects coordinated by the Center for Business Internships and Partner Development
- Co-curricular activities
- Integrative Business Experience (IBE)
- Internships through the Center for Business Internships
- Innovative PR
- R.ed Investment Management (Student Managed Investment Fund)
- R.ed Marketing
- VITA (Volunteer Income Tax Assistance)

**APPENDIX 2 TO FORM PG**  
**Integrative Business Experience (IBE)**

**Integrative Business Experience (IBE) Course Block**

In IBE, students create and manage two significant enterprises: an actual start-up company and a hands-on community service project. Since the program began in 2004, students have produced revenues of more than \$440,000, donated more than \$240,000 in profits and volunteered 17,000 hours to help local nonprofit organizations.

**IBE at a Glance:**

- Obtain a small business loan.
- Start and manage a business.
- Create and manage a community service project.
- Develop interpersonal and group interaction skill in a work-like setting.
- Apply key business concepts and analytical tools to solve real business problems.
- Develop a “big picture” understanding of business operation

The Integrative Business Experience (IBE) offers a special way of introducing students to the Big Picture of how businesses operate. Traditionally, business schools have attempted to build these skills by having students get real-world exposure by having them work with problems of existing business organizations by analyzing cases and/or engaging in consulting projects. IBE takes exactly the opposite approach. Instead of having students focus on what is inevitably a limited exposure to someone else’s organization, we have them *create and operate two organizations of their own*. It does this by having junior business majors co-enroll in 4 courses:

- Three required core courses: Marketing, Management, and Finance
- An IBE Practicum Course

The Practicum is what makes this program so special. In the Practicum, students work in Companies of 20-30 students each. Each company must:

- Create and run a real, start-up business. This involves (a) developing an idea for a product or service they can sell, (b) applying for a real bank loan for up to \$5,000, (c) creating and implementing a plan to market their product or service, and (d) closing out the business – all within one term.
- In addition, each company must select a community organization for which the company members organize and carry out service activities and to which they contribute the profit from their company.

IBE has a big impact on several aspects of student learning:

- 1) Students make conceptual connections across disciplines as they use concepts and tools from all three core courses to guide their decisions in the business and service organizations;
- 2) They develop interpersonal and group-interaction skills in a work-like setting, and
- 3) They develop critical thinking skills through their experience in applying key business concepts and analytical tools to a wide range of unstructured, but real business problems.

As one UCM student put it: It’s one thing to talk about a business plan or even write one (that’s what we do in other classes), but it’s something else to have to generate an idea from scratch and turn it into a profitable business—all in 15 weeks.

The IBE program also benefits the Harmon College of Business and Professional Studies and the University because it:

- o Results in little or no increase faculty workload (It does not require team teaching.)
- o Does not require small classes. Thus, it is cost-effective.
- o Results in improved student recruiting, increased private sector financial support, better internship and job placements, improved university-community relations, etc.

### **Internship Requirement**

The proposed degree program requires an internship. Internships are coordinated with programs and the Harmon College of Business and Professional Studies Center for Internships. Internship requirements are as follows:

Students in the major must have an overall cumulative GPA of 2.50 or above (4.00 scale) before they can attempt the internship requirement. Students must also complete the following BEFORE they can enroll and participate in the 3 credit Internship (HM 3880 or MKT 3435).

- 21 UCM credit hours completed (minimum).
- 60 credit hours of university credit (minimum) – a requirement of UCM HCBPS Internship Office.
- 2.50 (or above) overall GPA – a requirement of UCM HCBPS Internship Office .
- Complete pre-internship paperwork and processes with HCBPS Internship Office

The Center for Business Internships (CBI) empowers students in the Harmon College of Business and Professional Studies (HCBPS) with information and connections to obtain internship opportunities nationally and internationally with companies ranging from small businesses to large international corporations. This allows students to earn academic credit and real world business experience, engaging classroom knowledge to real world application.

Currently we serve students studying Accounting, Aviation, Computer Information Systems, Economics, Entrepreneurship and Social Enterprise, Finance, Hospitality Management, Hotel and Restaurant Administration, Marketing and Management. We also offer opportunities for students who are enrolled in all tracks of the MBA program and in the MSIT program.

During 2015, of the more than 2,000 students pursuing degrees in the Harmon College of Business and Professional Studies, the CBI facilitated 367 student internships. These students interns earned 1,219 hours of academic credit and over \$2,479,400 in salary.

## APPENDIX 3 TO FORM PG General Education and General Education Assessment

Information about UCM's General Education program and General Education Assessment can be found below and were copied directly from the Fall 2016 UCM Undergraduate Catalog (pp. 102-103). Information specific to General Education Assessment is on pages 4-6 of this appendix.

The General Education Program at UCM is an essential component of all undergraduate degree programs. It allows students to cultivate fundamental intellectual and practical skills. The requirements are designed to improve students' ability to communicate, think critically, solve real-world problems, and adapt to a changing world by learning to think in different contexts. General education cultivates social and civic responsibility to help students become lifelong learners and contributing members of society.

The philosophy of general education is not unique to UCM. UCM's General Education Program is based on a model developed by the Association of American Colleges and Universities (AAC&U) called Liberal Education and America's Promise (LEAP). LEAP is organized around essential learning outcomes for all students regardless of their chosen field of study. For more information on LEAP, see [aacu.org/leap](http://aacu.org/leap).

This philosophy is the foundation for UCM's General Education mission statement: *The General Education program at the University of Central Missouri serves student need and the public interest by ensuring students has strong foundational skills by providing a broad, enriched academic experience that both complements and supports their study within specialized disciplines.*

The goals of the General Education Program are to provide students the opportunity to enhance the skills of the intellect; expand their knowledge, understanding, and appreciation of the arts, natural sciences, technology, social sciences, literature and the humanities; and contribute to the improvement of human interactions. These goals can best be accomplished through exposure to a common core of knowledge, as well as through the opportunity to select courses to accommodate individual interests. A common thread throughout the program components is our effort to provide students with required competencies by the Missouri Coordinating Board for Higher Education (CBHE). The CBHE competencies are divided into two parts: Skill Areas (Communicating, Higher-Order Thinking, Managing Information, Valuing) and Knowledge Areas (Social and Behavioral Sciences, Humanities and Fine Arts, Mathematics, Life and Physical Sciences).

### General Education Outcomes and Competencies

Four outcomes and ten competencies establish the knowledge base and skills for all UCM graduates. The UCM General Education Program Outcomes and Competencies include:

- Outcome 1:** UCM graduates will demonstrate a mastery of intellectual and practical skills by
- Competency 1: Writing with clarity and purpose using appropriate conventions of format, structure, and documentation.
  - Competency 2: Presenting and interacting effectively in public, group, and interpersonal settings.
  - Competency 3: Using mathematical and formal reasoning to perform analysis, determine reasonableness, and draw inferences.

Competency 4: Thinking creatively and critically.

Competency 5: Acquiring and managing information effectively through research and the uses of current and emerging technologies.

**Outcome 2:** UCM graduates will demonstrate knowledge of the world in which we live by acquiring

Competency 6: Knowledge and appreciation of literature, languages, and the arts using the standards of evidence and reasoning appropriate to the humanities and the arts.

Competency 7: Knowledge of the physical and natural world using the standards of evidence and reasoning appropriate to the sciences, mathematics, and technology.

Competency 8: Knowledge of the human experience using the standards of evidence and reasoning appropriate to history and the social/behavioral sciences.

**Outcome 3:** UCM graduates will demonstrate an understanding of individual and social responsibility by

Competency 9: Evaluating individual actions, intercultural relationships, and social choices within local/global frameworks using ethical reasoning, civic principles, and cultural values.

**Outcome 4:** UCM graduates will demonstrate the ability to integrate and apply skills, knowledge, and responsibility by

Competency 10: Creating a cumulative work that demonstrates the integration and application of knowledge in new settings. Competency 10 is fulfilled by the major curriculum. It is not included in the 42-hour core of general education.

The 42-credit hours required in General Education will ensure students learn and practice the skills and knowledge of the ten competencies prior to degree conferral. Students will demonstrate their competency by successfully completing assignments and required courses, passing the General Education Assessment examination (see information below), and through completion of a capstone experience in the major.

### **Policies Concerning the General Education Program**

The Faculty Senate General Education Committee is charged with the development and interpretation of policies concerning the General Education Program. Policies must conform to the Statement of Philosophy and General Goals of the General Education Program.

### **General Policies Governing General Education**

The minimum number of required General Education semester credit hours for all students, regardless of their program of study, is 42. Some degree programs may require up to six additional hours of General Education depending on the math, science, and technology courses required. Courses taken to fulfill General Education requirements may not be taken on the pass/fail basis. Students who have fulfilled all General Education requirements in a specific area may elect to take additional General Education courses as free elective hours in the same area on the pass/fail basis.

### **Placement and Prerequisites for General Education Classes**

Placement into Writing I, Mathematics, and some Science courses is based on planned placement. See pages 9-10 of this catalog for detailed information. Students who do not meet ACT/SAT score requirements for enrollment in such courses will be required to complete prerequisite coursework. Courses which require planned placement are marked with a "+" in the general education course listing. Some Fine Arts courses may require an audition or placement assessment for enrollment. These courses are marked with an "^".

**United States and Missouri Constitutions Requirement (State Law Requirement, Section 170.011)**

Missouri state law requirement, Section 170.011 RSMO Supp (1988) requires that all students at public Missouri institutions have a course that teaches the constitutions of Missouri and the United States. Find more information about this requirement at [moga.mo.gov/statutes/c100-199/170000011.htm](http://moga.mo.gov/statutes/c100-199/170000011.htm). The following courses in the UCM General Education program fulfill this requirement: HIST 1350 or 1351 and POLS 1510 or 2511 and are denoted with a “#” in the General Education course listing. These courses must be taken from institutions in the state of Missouri. Courses from out-of-state institutions which are articulated or substituted for these courses will not fulfill state law requirement Section 170.011 RSMO Supp (1988). Students who have one of these courses from out of state or who have already fulfilled all nine hours of Knowledge Area III in the general education program may fulfill this requirement by passing an exam on the constitutions of the United States and of Missouri. This test is offered online, at no cost by the Department of History and Anthropology (Wood 136). Testing information can be obtained by calling 660-543-4404.

**Transfer Students and General Education**

Transfer Students with a degree or the 42-hour core from Missouri institutions. Students who transfer to UCM with an Associate of Arts (A.A.) degree, an Associate of Arts in Teaching (A.A.T.) degree, or a bachelor’s degree from an appropriately regionally accredited institution in Missouri, or have met the Missouri 42-hour General Education Core requirements are considered to have met UCM’s 42-hour general education program, state law requirement Section 170.011 RSMO Supp (1988), and the nine general education competencies with the exception of any specific general education courses required by the student’s major/ minor.

**Transfer Students with a degree from out-of-state institutions.**

Students who transfer to UCM with an Associate of Arts (A.A.) degree, an Associate of Arts in Teaching (A.A.T.) degree, or a bachelor’s degree from an appropriately regionally accredited institution outside of the state of Missouri are considered to have met UCM’s 42-hour general education program and the nine general education competencies with the exception of any specific general education courses required by the major/minor and state law requirement Section 170.011 RSMO Supp (1988). These students must fulfill state law requirement Section 170.011 RSMO Supp (1988) by either successfully completing a course at UCM in General Education denoted with a “#” or by passing an exam on the constitutions of the United States and Missouri offered by the Department of History and Anthropology (Wood 136, 660-543-4404).

**Transfer students without a degree or the Missouri 42-hour core.**

Students who transfer without a degree or the Missouri 42-hour core will have their courses evaluated on a course-by-course basis for UCM’s general education program. Courses from out-of-state institutions which are articulated or substituted for history or social/behavioral science courses that fulfill state law requirement Section 170.011 RSMO Supp (1988) will not fulfill this requirement. Students in this situation may fulfill this requirement by either successfully completing a course at UCM in the General Education denoted with a “#” or by passing an exam on the constitution of the United States and of Missouri offered by the Department of History and Anthropology (Wood 136, 660-543-4404).

### **Major Required General Education Classes**

Some majors require specific General Education courses. Such courses are listed in this catalog for each program. Some major programs list required general education courses in the major hours, some list them in the general education hours, and some programs list required general education classes in both major and general education hours. Should a student change majors or minors from a program that does not require specific General Education courses to a program that does, a student may have to take additional credit hours in one or more of the defined areas of the General Education program if she/ he has not taken the specific General Education course listed as a major or minor requirement. This applies to transfer students as well, even if a prior degree or the Missouri 42 hour core has been completed.

### **Honors Students and General Education**

Students who participate in The Honors College Program and then choose to leave that program will be allowed to use courses taken to complete Honors General Education requirements in the nonhonors general education. For example, students who completed six hours of modern foreign language as part of the Honors Program will be allowed to continue to use the extra three hours of language in place of the Fine Arts requirement. If a major or minor requires a particular general education course in a category, the honors substitution will not be honored.

### **General Education Assessment Policy**

Assessment is a key process that is used in the academic, administrative, and student support services areas. Because the core process of higher education institutions is student learning, assessment at UCM serves three primary purposes: A) improvement of student learning and instruction, B) accomplishment of institutional mission, and C) accountability for achievement of educational goals. Central Missouri works hard to keep in contact with employers who hire UCM graduates. The one consistent message received from those employers, regardless of the type of enterprise, is that college graduates need to have a solid background in General Education.

This is one of the reasons the university has established a minimum score on a national test of General Education critical thinking and reading skills as a preparedness check for enrollment in upper-division courses as well as a condition for graduation. We want our students and the general public to know that we take our responsibility of preparing students to live and work as productive citizens in a diverse society very seriously. Central Missouri wants to ensure that every student is prepared for upper-division course work and that every student who graduates from our institution has a basic set of intellectual and reading skills in those areas defined by employers, educators and our culture as important. All undergraduate students seeking a degree at Central Missouri; except teacher education majors, RN-BS nursing majors, and postbaccalaureate students (from UCM and transfer institutions); must, as a condition for graduation:

- Take the general education assessment (GEA), the ETS Proficiency Profile, in the semester after which a total of 45 credit hours have been earned.
- Pass the GEA by obtaining a minimum score of 425 (based on a scaled score of 400 - 500).
- Fulfill the General Education Assessment Policy no later than the semester after which a total of 75 credit hours have been earned, to ensure no delays in progress towards graduation.

Additional information on the ETS Proficiency Profile may be viewed at [ets.org/proficiencyprofile/about](http://ets.org/proficiencyprofile/about).

An enrollment hold will be placed on a student's account for failing to take the GEA the semester after which a total of 45 credit hours have been earned or for not fulfilling the General Education Assessment Policy.

Students unsuccessful in obtaining the minimum total score of 425 (based on a scaled score of 400 - 500) are required to meet with Testing Services staff to discuss obstacles to passing the GEA, test-taking strategies, and specific interventions to help improve the student's knowledge and skills. After two unsuccessful attempts, students are required to submit documentation to the Faculty Senate University Assessment Council subcommittee to discuss possible solutions/actions.

### **Transfer Students and General Education Assessment**

Transfer students, with at least 45 credit hours, must test during their second semester at UCM. Students transferring with a degree from State Fair Community College may request to use their exit exam, which is the ETS Proficiency Profile, in fulfillment of UCM's GEA policy, if they meet the minimum score requirement of 425. Transfer students who have taken the Collegiate Assessment of Academic Proficiency (CAAP) or the College-BASE for General Education, or former teacher education majors who have passed the MoGEA, may seek fulfillment of the General Education Assessment Policy.

- A score report must be sent directly from the testing company or previous institution to the Office of Testing Services. Most institutions require written consent to release a score report.
- The test must have been taken within the past 10 years.
- Testing Services staff will review the score reports to determine if they meet UCM's minimum score requirement on these exams.

### **Teacher Education Majors and General Education**

Assessment Teacher Education Majors are required by the Missouri Department of Elementary and Secondary Education (DESE) to take and pass all sections of the Missouri General Education Assessment (MoGEA). This test is used for admission into undergraduate professional education programs at all Missouri colleges and universities, and includes sections on English language arts, writing, mathematics, science, and social studies. For more information about test dates, fees, and to register, please go to [mo.nesinc.com](http://mo.nesinc.com). For information about required passing scores, students should consult with their academic advisor (LOV 2160, 660-543-4888).

### **Admission to Degree Programs and General Education Assessment Nursing Majors.**

Students seeking admission to the Nursing program are required to fulfill the university's General Education Assessment requirements as a condition for admission into the Nursing program and take the ACT-COMPASS placement exam. The General Education Assessment Policy does not apply to Registered Nurses seeking a B.S. in Nursing.

### **General Education Assessment Test Registration**

Registration for the GEA is available in MyCentral. Click on the "Student Services" tab, then the "Register for a Test" link at the bottom right hand corner and then click on the test day and time preferred. Complete the online registration process as directed. See [ucmo.edu/testingservices](http://ucmo.edu/testingservices) for complete information on the General Education Assessment Policy and requirements.



Direct any questions concerning this policy to the Director of Testing Services, Humphreys 216, 660-543-4919, or [testingservices@ucmo.edu](mailto:testingservices@ucmo.edu).