



New Program Report

Date Submitted:

06/05/2023

Institution

Central Methodist University

Site Information

Implementation Date:

8/1/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

CIP Information

CIP Code:

520101

CIP Description:

A program that focuses on the general study of business, including the processes of interchanging goods and services (buying, selling and producing), business organization, and accounting as used in profit-making and nonprofit public and private institutions and agencies. The programs may prepare individuals to apply business principles and techniques in various occupational settings.

CIP Program Title:

Business/Commerce, General

Institution Program Title:

Master of 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

Online

Student Preparation



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Special Admissions Procedure or Student Qualifications required:

- Complete the admissions application
- Official transcripts verifying completion of a BA or BS degree in Business, Management, Marketing, Accounting, Economics or Man-agement Information Systems with a cumulative GPA of 3.0 on a 4.0 scale.
- Students with a BA or BS outside of a Business field must begin their program by completing the course MB5XX Business Success for Non-Business Majors. This course can be taken in conjunction with MB5XX Business Integrity and Leadership.

Specific Population Characteristics to be served:

n/a

Faculty Characteristics

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

This person should hold a Doctoral degree in Accounting, Business, Management, or a related field. Must have extensive work experience or related educational experience in Business.

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

75% of the credit hours of this program will be assigned to full time faculty.

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

CMU's College of Graduate and Extended Studies strives for an equitable distribution of teaching load and other responsibilities of the Faculty. The traditional full-time instructional and assigned non-instructional professional load is set at twelve (12) load hours each semester. Each full-time faculty member is expected to be engaged in professional growth, to be active in research/publication and/or creative activity as appropriate, and service to the College of Graduate and Extended Studies.

Student Enrollment Projections Year One-Five

| | | | |
|---------------|----------------------|----------------------|------------------------------------|
| Year 1 | Full Time: 5 | Part Time: 5 | |
| Year 2 | Full Time: 10 | Part Time: 10 | |
| Year 3 | Full Time: 15 | Part Time: 15 | Number of Graduates: 15 |
| Year 4 | Full Time: 15 | Part Time: 25 | |
| Year 5 | Full Time: 15 | Part Time: 25 | Number of Graduates: 35 |

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

The institution does not currently have a specialized accreditation for its undergraduate business program.

Program Structure

Total Credits:

30



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Residency Requirements:

A maximum of nine (9) hours of graduate-level credit from other accredited institutions may be applied to the graduate programs at CMU, depending on the specific program of study. Therefore, the residency requirement for this program is 21 credit hours.

General Education Total Credits:

0

Major Requirements Total Credits:

30

Course(s) Added

| COURSE NUMBER | CREDITS | COURSE TITLE |
|---------------|---------|---|
| MB5XX | 3 | Human Resources and Organizational Behavior |
| MB5XX | 3 | Business Analysis |
| MB5XX | 3 | Business Integrity and Leadership |
| MB5XX | 3 | Current Issues in Global Business |
| MB5XX | 3 | Strategic Marketing for a Competitive Environment |
| MB5XX | 3 | Topics in Economic Matters |
| MB5XX | 3 | Accounting for Managers |
| MB5XX | 3 | Legal Environment of Business, Government and Society |
| MB5XX | 3 | MBA Capstone |
| MB5XX | 3 | Project Management and Decision Making |

Free Elective Credits:

0

Internship or other Capstone Experience:

Students will complete a capstone project that links the core business concepts learned in this program. This final written project and accompanying presentation will require research and analysis of current business concerns culminating in practical solutions

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



New Program Report

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Dixon

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Central Methodist University
CURRICULUM CHANGE PROPOSAL

TO: Graduate Committee
FROM: Accounting, Business and Economics Department
RE: Proposed Curriculum Changes
DATE: 02/24/2023

We request that the following item(s) be considered by the Committee:

- | | |
|---|--|
| X Proposed New Course(s) | <input type="checkbox"/> Inactivation of Course |
| • Course Number/Title Change | <input type="checkbox"/> Reactivation of Course |
| • Changes in Credit Hours | <input type="checkbox"/> Changes in Grading System |
| • Cross Listing of Course | <input type="checkbox"/> Changes in Admission to Major |
| • Non-substantive Revisions in Curriculum Of Existing Major, Minor, and Programs | |
| X New Major | <input type="checkbox"/> Other |
-
- New Minor

The proposed change(s) will be effective beginning: **Fall** **2023**

Description of Proposal (provide attachment as appropriate)

Master of Business Administration

The Master of Business Administration program is designed for business professionals who want to develop their expertise and advance their careers as leaders in the business industry. Utilizing the field's most current research and accepted managerial theories, this program prepares students for leadership roles as entrepreneurs, supervisors, managers, chief executive officers and administrators capable of advancing any type of business toward achieving their economic and personal goals.

Candidates for the MBA program must satisfactorily complete the 30 hours of coursework described below.

I certify that I have consulted with each department/division, which may be affected by proposed new course(s).

Faculty Member Submitting Request

Graduate Dean Signature

Dean's Signature

PROGRAM OBJECTIVES

1. Analyze ethical and legal issues in business practices and develop solutions to avoid these obstacles.
2. Evaluate various technology related tools to ensure management has accurate and timely information for decision making.
3. Critique an organization's culture to develop leadership strategies that strengthen its connections to other key elements of the organization.
4. Create marketing strategies that improve a company's communications with their stakeholders that is based on research and analysis.
5. Analyze current international business factors that affect economic and financial policies and practices.
6. Demonstrate an understanding of the opportunities and risks of selecting and implementing major projects.
7. Research, analyze and communicate an interpretation of a company's marketing, financial, economic and cultural data.

CURRICULUM PROPOSAL

Abstract

Master in Business Administration

The Master of Business Administration program is designed for business professionals who want to develop their expertise and advance their careers as leaders in the business industry. Utilizing the field's most current research and accepted managerial theories, this program prepares students for leadership roles as entrepreneurs, supervisors, managers, chief executive officers and administrators capable of advancing any type of business toward achieving their economic and personal goals.

Candidates for the Master of Business Administration must satisfactorily complete the 30 hours of coursework described below.

Description

The Master of Business Administration requires 30 credit hours of graduate coursework. It is designed for online delivery and will be

offered in a rotation that could allow students to complete the program in a minimum of a year.

Justification

It has come to our attention that a business undergraduate degree is an excellent initial step into the business industry, but more and more promotions are being awarded to those with experience and an MBA. This is why for several years we have advised our students to explore earning an MBA degree after graduation to ensure they are able to reach their full professional potential. It is apparent that the next step in the growth of the Accounting, Business and Economics Department at CMU is to offer our graduates a means to achieve a business-related graduate degree.

In the past five years, CMU has graduated 707 students (see Appendix A) with business related degrees. An online MBA degree would be an attractive option for our current undergraduate students due to their familiarity with CMU professors, business office, admissions office etc. Because the degree will be offered online, after graduation our students are able to accept that job in another state or move home if necessary and still be connected to CMU while furthering their academic pursuits.

CMU students majoring in a business-related area could begin taking graduate level courses during their senior year. A total of nine hours could be obtained before undergraduate graduation. This ensures us that the student will most likely continue and complete their MBA from CMU and shortens the student's investment of time into their graduate degree.

This program will also be attractive to graduates of CMU who earned a degree OTHER than from the ABE department. Pairing an MBA with an undergraduate degree in education, psychology, English, history, etc. is a pathway to numerous careers in the education or healthcare industries for those desiring managerial roles in these institutions.

This program will also be attractive to the undergraduates from other universities. Advertising this new program to the general public should be possible with little effort considering the state-wide reputation of CMU and its outreach efforts throughout Missouri. It should be noted that we have both Fayette and extended studies students going to other institutions because we do not offer an MBA. Aside from our own student pool, the MBA has the potential of moving beyond CMU graduates to graduates of other institutions,

and that is the overarching goal. As a general MBA it is hoped that this can be a cash cow for the University.

Assessment/Evaluation Procedures

Students in the CMU MBA will be assessed using the Peregrine Assessment tool. Peregrine Academic Services, the higher education division of Peregrine Global Services, provides assessment services for performing direct assessment of learning outcomes for several academic disciplines. The online exams are used to evaluate retained student knowledge in relation to the academic program's learning outcomes.

This tool is an online assessment test that has several topics and thousands of questions to provide a good mix to multiple students. The exams include 10 questions for each exam topic. Each exam is unique as questions are selected at random from the test bank of over 200 questions per topic. Institutions select the topics to be included in the exam to align with the learning outcomes and program curriculum. The students would take the exam in both their first and their last courses. This would provide information on the value the program has added to the students' knowledge and skills.

It will also provide data on which topics our students excel at and which ones could use additional emphasis. Peregrine uses summative reports for academic benchmarking, learning outcomes evaluation, and accreditation submissions. Also, you can generate a variety of reports that cover all assessment intervals.

The Peregrine Assessment tool also provides information to compare our graduates with those of other local area, or national MBA programs. Reports include both individual student results in Excel format and summative and comparative reports in PDF, HTML, or Excel formats. Our goal will be to see value-added results from the beginning of the MBA compared to the end of the program. We

would also like to see that our students are excelling in every category compared to other MBA programs; marketing, finances, economics, legal studies, and ethics.

The assessment results are so specific that we will be able to discern which topics within our courses we should emphasize due to overall trends. A detailed review of these specific individual and group assessment results will provide our basis for modifying our curriculum. This tool, could be utilized both at the beginning and end of the program

The Business Integrity and Leadership and the MBA Capstone course include assessment assignments. Within the Business Integrity course, a research paper will have students evaluate, analyze and critique the ethics of a business leader in a crisis situation. Within the MBA Capstone course the cumulative project (a corrective business plan) encompasses elements of all classes within the program.

Programs affected

We currently offer only one business related graduate program and it focuses on Information Technology with some business. We agree with Wharton Business School that states there is a significant difference between the two. Though, there may be some M.S. of ITM students who leave the program to pursue an MBA, by the same token, there may be MBA students who prefer an M.S. of ITM. Choice will depend upon the preference of the student.

Effect on teaching load

Specific Catalog Wording:

Master in Business Administration

The Master in Business Administration is a completely online program that includes thirty hours of coursework designed for business professionals who want to develop their expertise and advance their careers as leaders in

the business industry. Utilizing the field's most current research and accepted managerial theories, this program prepares students for leadership roles as entrepreneurs, supervisors, managers, chief executive officers and administrators capable of advancing any type of business toward achieving their economic and personal goals.

At the end of their coursework students will complete a capstone project that links the core business concepts learned in this program. This final written project and accompanying presentation will require research and analysis of current business concerns culminating in practical solutions.

Admissions Requirements:

- **Complete the admissions application**
- **Official transcripts verifying completion of a BA or BS degree in Business, Management, Marketing, Accounting, Economics or Management Information Systems with a cumulative GPA of 3.0 on a 4.0 scale.**
- **Students with a BA or BS outside of a Business field must begin their program by completing the course MB5XX Business Success for Non-Business Majors. This course can be taken in conjunction with MB5XX Business Integrity and Leadership.**

Upon receipt and review of all information and supporting documents, applicants will be notified of their admission status. The University reserves the right to refuse admission to anyone who does not meet standards for admission.

Courses:

Pre-requisite course for non-business majors:

MB5XX Business Success for Non-Business Majors: 3 Credit Hours

MBA Program Courses:

MB 5XX Business Integrity and Leadership: 3 Credit Hours

MB5XX Human Resources and Organizational Behavior: 3 Credit Hours

MB5XX Strategic Marketing for a Competitive Environment: 3 Credit Hours

MB5XX Topics in Economic Matters: 3 Credit Hours

MB5XX Accounting for Managers: 3 Credit Hours

MB5XX Legal Environment of Business, Government and Society: 3 Credit Hours

MB5XX Project Management and Decision Making: 3 Credit Hours

MB5XX Business Analysis: 3 Credit Hours: 3 Credit Hours

MB5XX Current Issues in Global Business: 3 Credit Hours

MB5XX MBA Capstone: 3 Credit Hours

Graduation Requirements:

Should follow those already outlined in the Catalog for Graduate Studies, specifically:

Overall Graduate GPA of 3.0 on a 4.0 scale

Courses below the grade of C will not count toward graduation and all work must be completed within a six-year period.

MBA – Master in Business Administration Course Descriptions

(Prerequisite Course for Non-business majors, may be taken concurrently with MB 5XX Business Integrity and Leadership)

MB5XX Business Success for Non-Business Majors 3 Credit Hours

This course provides students with an insight as to how businesses are managed and the factors that can determine success for failure. This course will give students a basic understanding into the different areas of business and how they work both independently and together for companies to prosper. It is expected that students entering the program with other than a business-related undergraduate degree may find it necessary to coordinate tutoring services offered at CMU as they advance through the program.

Regular MBA Courses

Each 3 Credit Hours

MB 5XX Business Integrity and Leadership

Course Description: This course explores leadership in the context of professional values, integrity, and decision-making processes in which businesses adopt a strategic focus for fulfilling the economic, legal, ethical, and philanthropic responsibilities expected by all its stakeholders.

Introduces or Reinforces Program Objective #1 and #3

MB5XX Human Resources and Organizational Behavior

Course Description: This course will prepare students for managerial challenges concerning organizational culture and managing and motivating people. By researching and analyzing case studies students will learn what has worked for

managers in the past and what hasn't worked when a shift in organizational culture is needed to achieve the company's goals and objectives.

Introduces or Reinforces Program Objective #1 and #3

MB5XX Strategic Marketing for a Competitive Environment

Course Description: This course focuses on strategic marketing and how it can be used effectively to build a competitive advantage that will help build success in today's marketplace. The marketing functions will be explored and examined through current industry events and case analysis to integrate all marketing management practices successfully. Topics will include market attractiveness, the concept of competition, customer insights, market trends, forecasting, positioning, planning, and how they contribute to decision-making.

Introduces or Reinforces Program Objective #4 and #7

MB5XX Topics in Economic Matters

Course Description: While macroeconomics is of obvious relevance to firms, it has more to do with medium and short run pricing and revenue strategies for the firm. It is microeconomics that can inform managers about the day-to-day operations of the firm, and Topics in Economic Matters is designed to that for MBA students. While a familiarity with microeconomics as taught at the undergraduate level is useful, it is in no way a prerequisite for this class.

Introduces or Reinforces Program Objective #5 and #7

MB5XX Accounting for Managers

Course Description: This course will examine the accounting and financial aspects of managing a business, including using financial data to make decisions about purchasing fixed assets, opening or closing segments of a business, assigning costs to activities and financial statement analysis.

Introduces or Reinforces Program Objective #1, #2, #5 and #7

MB5XX Legal Environment of Business, Government and Society

Course Description: This course provides the opportunity for people with various interests to learn key points of the law from the standpoint of a working professional. It will prepare students to recognize the legal issues that arise in society related to conducting business, minimizing liability and ensuring compliance with state and federal laws.

Introduces or Reinforces Program Objective #1

MB5XX Project Management and Decision Making

Course Description:

Within the course, students will study project management and be exposed to the knowledge, skills, and framework important in making the decisions necessary to manage projects in the workplace. Topics include project management skills, project planning, the project lifecycle, stakeholder identification, resource

allocation, cost management, scheduling, and the human resources needed to move projects forward successfully.

Introduces or Reinforces Program Objective #6

MB5XX Business Analysis

Course Description:

This course will use data analytics for financial decision-making exercises. Students will learn the importance of financial analysis in making decisions for capital budgeting, capital structure and general managerial dilemmas. The students will also gain in their ability to assess the financial health of an organization.

Introduces or Reinforces Program Objective #2 and #7

MB5XX Current Issues in Global Business

Course Description: The course begins with an overview of the Globalization phenomenon and an exploration of the key differences between nations in terms of political, economic and legal systems, levels of economic development, culture, and ethics. Then students will explore the global trade and investment environment, followed by an introduction to the global monetary system. The course then turns to an introduction to the strategy and structure of international business.

Introduces or Reinforces Program Objective #5

MB5XX MBA Capstone

Course Description: Students will complete a capstone project that links the core business concepts learned in this program. This final written project and accompanying presentation will require research and analysis of current business concerns culminating in practical solutions.

The Prerequisites for MB5XX MBA Capstone, are the courses within the program, the MBA Capstone course should be taken last. Under the approval of the MBA director it could be taken concurrently with Global Issues or Business Analysis if needed, this would need to be decided on a case-by-case basis

Introduces or Reinforces Program Objective #1 through 7