

## ***Attachment B***

The School of Business Graduate Committee is proposing the following program changes to take place Fall 2008.

### **New Course Proposals and Revision Proposals are attached for the following changes:**

The Graduate Committee in the School of Business is proposing two options in the program where students will choose either a research emphasis or an applied management emphasis. The research emphasis will require that students take the required core courses along with eight hours of research methods courses and projects combined. The focus of the research option is to prepare students for Ph.D. programs in business. As is widely known among Business Schools, the production of new doctorates in business has declined significantly in recent years. According to a report conducted by the Doctoral Faculty Commission of the AACSB International Board of Directors, "business doctorates declined from 1,327 in 1994-95 to 1,071 in 1999-2000, or more than 19 percent." The report projects that within five years, the shortage of Ph.D.'s in business "is expected to be 1,142; and in 10 years, the shortage will reach 2,419." ([www.aacsb.edu/dfc](http://www.aacsb.edu/dfc))

For several years, the MBA program at Eastern has averaged two graduates each year who go on to complete a Ph.D. in business. In addition, during our exit interviews, students tell us that they want more exposure to research methodology and statistical methods of data analysis. Including a research option in the MBA program is a natural extension of this unmet need. It may also assist in meeting the market demand for Ph.D.'s in business.

We are proposing adding Business Research Methods, Business Research Proposal, and Business Research Project courses to the required core for this concentration. These courses would give the student a solid research background and would give the student an opportunity to work with a faculty mentor on a research project. The faculty mentor would also provide the student with information about Ph.D. programs and assist the student in progressing through the application process. Administratively, the MBA Coordinator would also assist students in choosing the appropriate option and by including helpful sources of information on the web site for finding and applying to Ph.D. programs.

As part of the revision of the MBA curriculum, we are also proposing that the current Administrative Policy course be deleted. Currently the course is a required core course with the prerequisite of 21 semester hours of graduate coursework. The class is considered to be the program capstone course. However, after analyzing assessment data from the ETS Major Field Test, we have learned that our students perform below our expectations in the strategy section. The Graduate Committee has also talked extensively with the professor who teaches the current strategy course, and he agrees that our students need a deeper understanding of this area. To that end, we are proposing that a new strategic management course be offered as one of the beginning courses that students take. In this class, students would receive an overall view of the functional operations of the firm, whereby giving them a framework for what they will be learning in the MBA program. We are also proposing a new course that will now be a true capstone simulation experience for the Applied Management Option. For the Research Option, students will be completing a research project as their capstone experience.

## **Current Program**

### **General Management**

MBA 5500, Quantitative Modeling (3 hours)  
MBA 5550, Marketing Management (3 hours)  
MBA 5605, Managerial Accounting Control (3 hours)  
MBA 5640, Financial Management (3 hours)  
MBA 5660, Operations Management (3 hours)  
MBA 5670, Information Systems (3 hours)  
MBA 5680, Organizational Behavior (3 hours)  
MBA 5890, Administrative Policy (3 hours)  
9 Hours of Electives

**Total: 33 Semester Hours**

### **MBA w/ Accountancy Concentration**

MBA 5500, Quantitative Modeling (3 hours)  
MBA 5550, Marketing Management (3 hours)  
MBA 5640, Financial Management (3 hours)  
MBA 5660, Operations Management (3 hours)  
MBA 5670, Information Systems (3 hours)  
MBA 5680, Organizational Behavior (3 hours)  
ACC 5200, Financial Accounting Standards (3 hours)  
ACC 5400, Advanced Auditing & Assurance Services (3 hours)  
ACC 5450, Legal & Reg. Env. of Acc. Prof. (4 hours)  
MBA 5890, Administrative Policy (3 hours)  
3 Hours of Accounting Electives

**Total: 34 Semester Hours**

## **Proposed Program**

### **Research Option**

MBA 5000 Strategic Management (3 hours) *New Course Proposal Attached*  
MBA 5500 Quantitative Modeling (3 hours)  
MBA 5510 Business Research Methods (3 hours) *Revised Course Proposal Attached*  
MBA 5515 Business Research Proposal (3 hours) *New Course Proposal Attached*  
MBA 5550 Marketing Management (3 hours)  
MBA 5605 Managerial Accounting Control (3 hours)  
MBA 5640 Financial Management (3 hours)  
MBA 5660 Operations Management (3 hours)  
MBA 5670 Information Systems (3 hours)  
MBA 5680 Organizational Behavior (3 hours)  
MBA 5905 Business Research Project (3 hours) *New Course Proposal Attached*

**TOTAL 33**

### **Applied Management Option**

MBA 5000 Strategic Management (3 hours) *New Course Proposal Attached*  
MBA 5500 Quantitative Modeling (3 hours)  
MBA 5550 Marketing Management (3 hours)  
MBA 5605 Managerial Accounting Control (3 hours)  
MBA 5640 Financial Management (3 hours)  
MBA 5660 Operations Management (3 hours)  
MBA 5670 Information Systems (3 hours)  
MBA 5680 Organizational Behavior (3 hours)  
MBA 5900 Management Simulation (3 hours) *New Course Proposal Attached*  
Electives (6 hours)

**TOTAL 33**

**MBA w/ Accountancy Concentration Remains the Same**