

**LUMPKIN COLLEGE OF BUSINESS AND APPLIED SCIENCES  
EASTERN ILLINOIS UNIVERSITY**

**TO: Council on Graduate Studies**

**FROM: Diane Hoadley, Dean**

**SUBJECT: EXECUTIVE ACTION**

**DATE: November 13, 2009**

The School of Business Graduate Committee recently approved the following curriculum proposal which I support:

**Proposal for Course Description and Prerequisite & Notes Changes for the following courses:**

MBA 5500 – Quantitative Modeling  
MBA 5550 – Marketing Management  
MBA 5640 – Financial Management  
MBA 5660 – Operations Management  
MBA 5670 – Management Information Systems  
MBA 5680 – Organizational Behavior and Group Dynamics

**See attached proposals and catalog copy**

**All effective FA 2010**

Att.

c. J. Willems, MBA Program Coordinator

**LUMPKIN COLLEGE OF BUSINESS AND APPLIED SCIENCES  
EXECUTIVE ACTION REQUEST**

**TO:** Mary Hennig, Certification Officer

**FROM:** John R. Willems, Coordinator of Graduate Business Studies

**DATE:** November 12, 2009

**ACTION REQUESTED:**

We want to modify the current catalog copy of several graduate level courses (MBA 5500, MBA 5550, MBA 5640, MBA 5660, MBA 5670 and MBA 5680) to allow graduate students in the proposed Professional Science Masters in Geographic Information Sciences (PSM in GISci) to take these courses. The prerequisite will be changed to require that students taking the course be admitted to the MBA program or the MSNS program- GIS Option.

In addition, we want to modify the prerequisite for MBA 5500 so that include only BUS 3950 and not all Phase I courses.

**RATIONALE:**

Since the proposed MSNS- GIS option program contains a cross-disciplinary component with the MBA program we would like to allow students in the MSNS-GIS program to take the following MBA courses (MBA 5500, MBA 5550, MBA 5640, MBA 5660, MBA 5670 and MBA 5680).

In addition, by modifying the prerequisite for MBA 5500 so that it only includes BUS 3950 and not all of the Phase I courses, the prerequisite will more accurately reflect the Phase I course work that is most important for the course.

**EFFECTIVE DATE: (i.e.: Fall 20XX, Spring 20XX):    Fall 2010**

**CURRENT CATALOG COPY:**

**MBA 5500 - Quantitative Modeling.**

(3-0-3) A study of practical statistics and operations research topics using spreadsheet models. Statistical concepts include confidence intervals, hypothesis testing, chi-square tests, t-tests, ANOVA's, and correlation analysis. Operations research topics will integrate finance, marketing and operation management models using spreadsheets.

**Prerequisites & Notes**

Admission to the MBA degree program, and all Phase I courses.

Credits: 3

**PROPOSED CATALOG COPY:**

**MBA 5500 - Quantitative Modeling.**

(3-0-3) A study of practical statistics and operations research topics using spreadsheet models. Statistical concepts include confidence intervals, hypothesis testing, chi-square tests, t-tests, ANOVA's, and correlation analysis. Operations research topics will integrate finance, marketing and operation management models using spreadsheets.

**Prerequisites & Notes**

BUS 3950 and admission to the MBA or MSNS- GIS Option degree programs.

Credits: 3

**CURRENT CATALOG COPY:**

**MBA 5550 - Marketing Management.**

(3-0-3) Analysis of the strategic marketing problems confronting managers in the evaluation of marketing opportunities, selection of target markets, development of marketing strategies, planning of marketing tactics, and implementation and control of the marketing effort.

**Prerequisites & Notes**

BUS 3470 and admission to the MBA degree program.

Credits: 3

**PROPOSED CATALOG COPY:**

**MBA 5550 - Marketing Management.**

(3-0-3) Analysis of the strategic marketing problems confronting managers in the evaluation of marketing opportunities, selection of target markets, development of marketing strategies, planning of marketing tactics, and implementation and control of the marketing effort.

**Prerequisites & Notes**

BUS 3470 and admission to the MBA or MSNS- GIS Option degree programs.

**CURRENT CATALOG COPY:**

**MBA 5640 - Financial Management.**

(3-0-3) An investigation of the firm's acquisition and financing activities, to include working capital management, capital budgeting, capital structure strategies, and valuation theory. The practical application of financial policy is stressed for decision-making purposes.

**Prerequisites & Notes**

BUS 3710, BUS 2810, and admission to the MBA program.

Credits: 3

**PROPOSED CATALOG COPY:**

**MBA 5640 - Financial Management.**

(3-0-3) An investigation of the firm's acquisition and financing activities, to include working capital management, capital budgeting, capital structure strategies, and valuation theory. The practical application of financial policy is stressed for decision-making purposes.

**Prerequisites & Notes**

BUS 3710, BUS 2810, and admission to the MBA or MSNS- GIS Option degree programs.

Credits: 3

**CURRENT CATALOG COPY:**

**MBA 5660 - Operations Management.**

(3-0-3) An integrative course that is concerned with the production and distribution of goods and services. Topics that are covered in depth are operations strategy, service and product design, quality, lean manufacturing management, supply chain management and integrative technologies in operations. Cases are used to analyze situations, and to understand the impact of operations on other functional areas.

**Prerequisites & Notes**

BUS 3950 and admission to the MBA degree program.

Credits: 3

**PROPOSED CATALOG COPY:**

**MBA 5660 - Operations Management.**

(3-0-3) An integrative course that is concerned with the production and distribution of goods and services. Topics that are covered in depth are operations strategy, service and product design, quality, lean manufacturing management, supply chain management and integrative technologies in operations. Cases are used to analyze situations, and to understand the impact of operations on other functional areas.

**Prerequisites & Notes**

BUS 3950 and admission to the MBA or MSNS- GIS Option degree programs.

Credits: 3

**CURRENT CATALOG COPY:**

**MBA 5670 - Management Information Systems**

(3-0-3) An analysis of managerial issues related to information technologies. Topics include information strategies, information systems methodologies, management of information resources, and management of innovation and change.

**Prerequisites & Notes**

BUS 3500 or ACC 3900 and admission to the MBA program.

Credits: 3

**PROPOSED CATALOG COPY:**

**MBA 5670 - Management Information Systems**

(3-0-3) An analysis of managerial issues related to information technologies. Topics include information strategies, information systems methodologies, management of information resources, and management of innovation and change.

**Prerequisites & Notes**

BUS 3500 or ACC 3900 and admission to the MBA or MSNS- GIS Option degree programs.

Credits: 3

**CURRENT CATALOG COPY:**

**MBA 5680 - Organizational Behavior and Group Dynamics.**

(3-0-3) Organizational and business application of theory and research in individual differences, interpersonal relations, and small group dynamics.

**Prerequisites & Notes**

BUS 3010 and admission to the MBA degree program.

Credits: 3

**PROPOSED CATALOG COPY:**

**MBA 5680 - Organizational Behavior and Group Dynamics.**

(3-0-3) Organizational and business application of theory and research in individual differences, interpersonal relations, and small group dynamics.

**Prerequisites & Notes**

BUS 3010 and admission to the MBA or MSNS- GIS Option degree programs.

Credits: 3

**<http://www.eiu.edu/~eiucaa/CAABylaws.pdf>**

Approved by LCBAS Administrative Council 3/25/09