

Memo

To: Lumpkin College Curriculum Committee
From: Dr. Melody Wollan, Associate Chair, School of Business
Date: October 17, 2014
Subject: MBA with GIS Option

On October 1, 2014, the School of Business Graduate Committee approved the attached proposal to add the “GIS Option” to our existing portfolio of MBA options (we currently have the Research Option, Applied Management Option, and Accountancy Concentration). After numerous meetings regarding the PSM in GIS (of which MBA classes are required) between Fall 2011 to now, the configuration of degree options related to GIS have been discussed. In Spring 2014, the GIS curriculum committee determined which courses should be included with the option and electives for that option and approval of this proposal was given by the GIS curriculum committee.

On September 9, 2014, the School of Business Graduate Committee saw the final proposal for the MBA with GIS Option, and on October 1, 2014 voted to approve it effective Fall 2015 (if approved by LCBAS Curriculum and CGS).

We seek the Lumpkin College Curriculum Committee’s approval on moving forward with this proposal, and subsequent evaluation by the Council on Graduate Studies and other associated approvals that are needed.

Therefore, I ask that this placed on the agenda for the next Lumpkin College of Business and Applied Sciences Curriculum Committee meeting.

Thank you!

cc: Dr. John Willems, School of Business

Dr. Karen Gaines and Dr. Michael Cornebise, GIS

Approved by School of Business Graduate Committee 10/1/2014
Approved by LCBAS Curriculum Committee 11/19/14

MBA with GIS Option

IDENTIFICATION OF OPPORTUNITY: During the Master of Science in Geographic Information Systems (PSM Board) in the Fall 2012, revisions were recommended for the MS in GIS curriculum that altered the MBA courses that would be included for students with this degree plan. At that time, Drs. Wollan and Noll had asked if Dr. Cornebise and Dr. Gaines, or any of the others present at that meeting, would be opposed to the MBA program taking steps to add an option in GIS to our existing MBA program to augment our offerings and to fulfill a market opportunity for those with technical undergraduate degrees in this area, but for whom the MBA's managerial and business focus would be desirable with the additional graduate-level GIS classes. There was indication of a potential large employer in the St Louis area in GIS that was interested in MBA classes, especially if offered online. Additionally, GIS techniques and tools are commonly used in sociology, political science, marketing, and other business fields, particularly in businesses interested in targeted marketing opportunities.

PROPOSAL: Existing MBA and GIS core offerings, with 11 courses @ 3 credit units each for a total of 33 credit hours, consistent with both MBA and GIS programs.

*The 11 Phase I courses would apply as prerequisites to this MBA program, consistent with existing policy

MBA Core (18 hours, currently taken by all MBA students):

MBA 5500: Quantitative Modeling
MBA 5550: Marketing Management
MBA 5640: Financial Management

MBA 5660: Operations Management
MBA 5670: Information Systems
MBA 5680: Organizational Behavior

GIS Option:

MBA 5010: Accounting from a Management Perspective
GEG 5810: Geographic Information Systems (no prereq)
GEG 5820: Remote Sensing I (no prereq)
MBA 5900: Management Simulation (prereq: 15 hours of MBA coursework, including MBA 5010, MBA 5640, and MBA 5660)

Plus one elective from the following list:

BIO 4750: Biometrics (prereq: 18 hours in Biological Sciences)
BIO 4820: Spatial Analysis for Environmental Sciences (Prereq: BIO 3800 or instructor's permission)
BIO 5381: Advanced Biostatistics (Prereq: BIO 4750 or MAT 2250G; or instructor's permission)
GEG 5860: Geographic Information Systems II (no prereq)

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