CHANGE/DELETE GRADUATE PROGRAM PROPOSAL FORM

Contact Name: James Kindley  Email: kindleyjt@cofc.edu  Phone: 469 261 6134

Department and School Name: Mktg School of Business  Name and Acronym of Graduate Program: MBA

Date (Semester/Year): changed/deleted program will take effect: Summer 2015

I. CATEGORY OF REVIEW (Check all that apply)

x Change Request (attach details):
  x□ Add existing course or courses to requirements or electives
  □ Add new course(s) to requirements or electives (complete and attach COURSE FORM for each)
  □ Delete courses from requirements or electives
  □ Add new emphasis (check one): □ concentration □ track  Total # of hours:
    (note: any emphasis involving more than 18 credit hours will also require CHE approval)

□ Terminate Program (check one): □ Degree □ Certificate □ Emphasis (concentration/track)
  (if checked, skip section II, IV, V, and VII below)

Are students currently enrolled in the program? □ Yes □ No
If yes, what semester will students complete the program?

If the program termination includes deleting courses from the inventory, a COURSE FORM must be included with this form for each course deletion.

□ Interdisciplinary (attach evidence of acknowledgement from relevant departments)

II. DESCRIPTION OF CHANGES: If a changed program—please explain changes below; if a new emphasis—please provide the details below.

Add MBAD 560 Special Topics to each elective focus area: Marketing, Finance, Hospitality - in order to provide additional flexibility for the elective areas to cover appropriate topics, depending on the faculty and the respective chairs’ judgment and consideration of what learning outcomes are desired for our students. These topics could be driven by employer inputs, for example.

The requirement is that students complete 3 or 4 courses listed in each of the elective focus areas.
III. RATIONALE or JUSTIFICATION

For changes or termination, please provide a detailed justification. For a new emphasis, briefly address the goals/objectives for the new emphasis, provide evidence of student interest (i.e., has the program offered special topics courses in this area? has the program interviewed student focus groups as part of an internal assessment? etc.), and explain how the emphasis supports the liberal arts tradition and the mission of the institution.

The MBAD 560 Special Topics course was placed in the MBA courses with the original intent listed above. However, it was not listed as an option under the Required Courses or under the Focus Area Courses as it should have been. The change we are requesting is to correct that oversight.

IV. CURRICULUM

Provide the COMPLETE curriculum for the changed program and/or new emphasis distinguishing between required and elective courses. Note pre-requisite courses where appropriate. Note any sequencing of courses or requirements in the program, listed exactly as it should appear in the catalog.

Please see attached copy of catalog with showing the listing for MBAD 560 under each area.

Attach the completed COURSE FORM and a sample syllabus for each new course.

Is a syllabus for each new course attached?  □ Yes  x□ No  Syllabus TBD by appropriate faculty as needed
V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Program-Level Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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<tbody>
<tr>
<td>What will students know and be able to do when they complete the program/emphasis? Attach Curriculum Map.</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
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1. **students will gain additional, job-ready skills in the respective areas.**  
   Faculty will evaluate students as required for their courses.

2.  
   Course(s) will be judged by employer reaction to student capabilities. This should result in increased hiring. Employers will be surveyed for their feedback regarding the students’ skills.

3.  

4.  

**Additional Outcomes or Comments:**

VI. IMPACT ON EXISTING PROGRAMS and COURSES Please briefly document the impact of this changed/deleted program or new emphasis on other programs and courses; if changing/deleting a program—list all programs that will be impacted (and how); if adding a new emphasis—explain any overlap with existing programs or courses in the same or different departments.

The main impact of adding the MBAD 560 Special Topics option for the focus areas will be to provide a means of introducing appropriate content for each area. It also allows for flexibility in building a stronger curriculum overall.

Is this changed/deleted program used by others? □ Yes □ No  
Special Topics courses are common
If yes, please provide a letter of support in each case.
VII. COSTS ASSOCIATED WITH THE ACTION REQUESTED List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

No additional costs will be incurred with the requested change.
VIII. APPROVAL and SIGNATURES

Signature of Program Director: ___________________________ Date: 9-16-2014

Signature of Department Chair: ___________________________ Date: _________________

Signature of School Dean: ___________________________ Date: 9/16/14

Signature of the Provost: ___________________________ Date: 9/18/14

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate Education, Continuing Education & Special Programs: ___________________________ Date: 9/30/14

Signature of Chair of the Graduate Council: ___________________________ Date: 10/17/14

Signature of Faculty Senate Secretary: ___________________________ Date: _________________

Date Approved by Faculty Senate: ___________________________
Master of Business Administration

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A Global MBA in One Year
The College of Charleston School of Business offers a one-year, full-time MBA program for high-performing individuals who want to make a difference.

Our intensive, top-quality program combines a solid core curriculum and teaching excellence. Real-world projects, case-based courses, business mentors, and global experiences combine to help students gain critical thinking skills and perspectives needed to succeed in their careers. Students learn the best practices, processes, and applications used in progressive organizations throughout the world. The School of Business is situated in the heart of downtown Charleston, a historically significant, sophisticated coastal city that provides numerous opportunities for an enriched experience during our students’ MBA year.

The College of Charleston’s MBA program fills a gap that existed in the Southeast region’s management education. The program begins on campus in August with a rigorous pre-term session to develop professional effectiveness including communication, leadership, and team building skills. Students are challenged throughout the year in a variety of required courses, including one on creativity and innovation and another on global economies. In addition, every student participates in a required global travel “business immersion” experience. Over the past few years our students have traveled to Vietnam, China, Dubai, and Brazil. The program also includes a number of essential professional development components to prepare graduates for job placement and career success.

The MBA program in conjunction with the Charleston School of Law offers a dual MBA/JD degree. Law school students who have completed two years of study and met the admission requirements and prerequisites, may apply to the College of Charleston MBA program. After completing the requirements for the MBA degree, the student will return to the law school to finish the JD degree requirements.

Admission Considerations and Requirements
We are looking for high-potential business leaders who can navigate the operating environment of globally oriented, 21st century enterprises. You must be able to take on the challenges presented by environmental, social, and technological complexity. This is a rigorous program for students with a strong work ethic and a desire to succeed.

Admissions Requirements
- A competitive GMAT, GRE or approved graduate proficiency exam score along with an undergraduate GPA of 3.0 or higher (4 point scale)
- Two letters of recommendation. One should be an academic reference if you have been out of school for fewer than five years
- 300 word personal and professional goal statement
- For international students: a minimum score of 6.5 on the IELTS, 550 on the paper-based TOEFL, or 83 on the computer-based TOEFL

Optional Interview
We welcome prospective students to visit with us in person or on a Webex information session. You may arrange to attend a class, meet our staff, and talk with current students. Although a personal interview is not required for admission, we do encourage it. Please contact Penny McKeever at mckeeverp@cofc.edu to arrange your visit or register online for a session at MBACharleston.com.

Transfer Credits
Because this is a cohort program, transfer credit is not accepted.

Application Deadline
This program only accepts applications for candidates intending to begin courses in early August. Applications are accepted through May 1 or April 1 for internationals.

Program Format
The College of Charleston’s MBA program is a daytime program that requires a full-time commitment. It begins with online proficiency prep courses (see pre-term below). In-class work starts with a two week pre-term session. Nine required courses are taken in the fall and spring along with one elective. Two additional electives are taken during May and part of June. Courses are taught Monday through Thursday. Additional required activities are scheduled on Fridays. The two-week international business trip takes place immediately after the end of the first semester. MBACharleston.com provides a detailed calendar.

Admitted students are provided access to three on-line tutorial courses in basic accounting, finance, and quantitative reasoning that must be completed prior to starting classes in August. The courses are used by Harvard and other top business schools to help students without business backgrounds gain fundamental understanding of key business concepts. This enables instructors to start classes at a higher level appropriate for a graduate program. Students with backgrounds or degrees in the subjects will only need to take the proficiency tests in each tutorial prior to entering the program.
Master of Business Administration
Degree Requirements

Pre-Term Curriculum
Because our program attracts a wide array of students with diverse backgrounds, academic degrees, work experience, and talent, it is important to establish a common thread of knowledge and vocabulary in fundamental areas before students start classes. Students accepted into our One-Year MBA take three online Harvard Business School prep courses in accounting, finance, and quantitative methods to establish a baseline understanding of these business principles prior to starting the two week Pre-Term orientation. The Pre-Term Orientation then centers on helping our students understand their professional and personal interests. It also provides additional skill building in critical areas, such as communication and negotiation. The Pre-Term is designed to ensure that our students are able to realize the full value from their academic work and the School of Business’s resources.

A total of thirty-six (36) credit hours at the graduate level must be successfully completed to earn the degree. Additional requirements such as the foreign travel study experience, pre-term session, and additional non-credit components are also included.

Required Core Courses (27 Credit Hours):
- MBAD 500 Law of Corporate Governance
- MBAD 502 Accounting Issues for Business Managers
- MBAD 503 Financial Management
- MBAD 504 Managing and Leading in Organizations
- MBAD 505 Creativity and Innovation
- MBAD 506 Operations Management
- MBAD 518 Global Economics
- MBAD 525 Marketing Management
- MBAD 590 Integrated Capstone

Focus Area Courses (9 Credit Hours):
One of these focus areas is required. The study abroad will also reflect the focus area.

Marketing Focus
Students build on the strategic and tactical marketing elements to gain skills that enable them to assume marketing responsibilities for B2C and B2B organizations. These include business development, account management, research, product and brand management, and supply chain management.
- MBAD 520 Global Enterprise
- MBAD 521 Consumer Marketing Strategy
- MBAD 522 Marketing Research and Analysis for Decision Making

Finance Focus
Students learn strategic and tactical financial tools with global application. They are versed in corporate finance modeling, fixed income securities models, portfolio models, and option pricing models. They also deal with the advantages and limitations of different financial theories with respect to practical application. Students are business ready to enter basic financial positions and move rapidly to financial areas of high responsibility in a variety of organizations.
- MBAD 515 International Financial Markets and Risk Management
- MBAD 516 Financial Modeling
- MBAD 517 Advanced Corporate Finance

Hospitality Revenue Management Focus
Students learn hands-on practical skills in profit maximization particularly focused on hospitality service businesses. Each course in the sequence builds on the previous to develop revenue management, pricing strategies, forecasting, analytics and channel management knowledge and application. Students who focus in this hospitality-related field graduate and quickly progress in corporate roles within major hotels and property management companies.
- MBAD 530 Principles of Revenue Management in the Hospitality Industry
- MBAD 531 Forecasting and Business Analytics in Hospitality
- MBAD 532 Channel Management Strategies in Hospitality

Add to each: Students complete.
Focus Area: 3 or 4 courses selected.

MBAD 560 SPECIAL TOPICS (IF APPROPRIATE)
quality, feeding and nutrition, diseases and predators, genetics and breeding and economic considerations in aquaculture. Lectures three hours per week.

**BIOL 645 Systematic Biology (3)**

An in-depth coverage of the principles of systematics with emphasis on reconstruction of relationships and evolutionary history of organisms. Topics include current theories of systematic and evolutionary biology, methods of phylogenetic systematics and critical evaluation of phylogenetic hypotheses.

**Prerequisite:** At least one upper division course in organismal biology.

**BIOL 650 Seminar in Marine Biology (1)**

A seminar covering topics in marine biology, fisheries and aquaculture, marine biomedical science or coastal ecology. Total semester hours in BIOL 650 is normally limited to three. Does not satisfy elective unit requirement. (Fall and spring)

**BIOL 700 Research and Thesis (1-4)**

Individual thesis research in marine biology. No more than four semester hours of the thesis may be counted toward fulfilling the minimum degree requirements.

### Business Administration Courses

**MBAD 500 Law of Corporate Governance (3)**

A study of legal and ethical issues regarding the structure and operation of corporations. Topics include the corporation as a legal and moral "person"; legal and ethical responsibilities of directors, shareholders and officers in the U.S. and internationally; and government regulation of corporations, securities markets, and fair competition.

**MBAD 502 Accounting Issues for the Business Manager (3)**

In this six week intensive course, students will be exposed to regulatory and ethical issues related to financial and tax reporting, current techniques to measure costs and benefits for decision making purposes, responsibility accounting and tax minimization strategies in the United States as well as other international jurisdictions.

**MBAD 503 Financial Management (3)**

This course provides students with a working knowledge of the principles of financial management, with an emphasis on decision making. Course materials and instruction will focus on the primary goal of shareholder wealth maximization and steps taken towards this goal.

**MBAD 504 Managing and Leading in Organizations (3)**

In this course, students apply critical thinking in their analyses of organizations, employing a variety of perspectives. The course focuses on managing self, others, goals, and processes. Through contemporary projects and cases, students develop leadership and management capabilities that are ethically sound, globally aware, and environmentally sustainable.

**MBAD 505 Creativity and Innovation (3)**

The global business environment is characterized by rapid technological change, ambiguity and uncertainty. To achieve sustainable competitive advantage, organizations must innovate through creative thinking and problem solving to design socially- and environmentally-responsible market opportunities. Students learn to foster innovation at the individual, group and organizational level through projects and cases.

**MBAD 506 Operations Management (3)**

Businesses are always looking for efficiencies in their operations. Operations Management teaches the fundamentals of product creation, development, production, and distribution as well as quality control, logistics, and analysis of the production process. The student will learn practical, real-world skills for retail, manufacturing, or service organizations.

**MBAD 515 International Financial Markets and Risk Management (3)**

This class is designed to provide a framework for understanding how international financial markets operate and the use of the financial tools to develop strategies to reduce the risks involved in international finance.

**Prerequisites:** MBAD 503

**MBAD 516 Financial Modeling (3)**

This course examines financial modeling and covers a wide range of topics within all fields of Finance that lend themselves to financial modeling. The course will examine modeling in four primary areas: (1) corporate finance models, (2) fixed income securities models, (3) portfolio models, and (4) option pricing models.

**Prerequisites:** MBAD 503

**MBAD 517 Advanced Corporate Finance (3)**

This class is designed to provide a framework for understanding how corporate financial analysis is an important aspect of strategic decision making and the advantages/limitations of different financial theories with respect to their practical application.

**Prerequisites:** MBAD 502, MBAD 503

**MBAD 518 The Global Economy (3)**

This class is designed to provide a framework for understanding how national and international macroeconomic markets interact, how they impact business performance and, therefore, how they affect business decisions.

**MBAD 520 Global Enterprise (3)**

This course focuses on the four functional areas of global enterprise: International Marketing, International Management, Supply Chain Management, and International Finance. By emphasizing the mechanisms and tools needed by businesses operating in the global area, students will develop an understanding of the skills and tools needed to operate globally.

**MBAD 521 Consumer Marketing Strategy (3)**

This course provides the foundations for understanding, developing, and implementing consumer marketing strategies in the modern marketplace. Through readings, cases, and applications, students will learn about consumer behavior and decision making, understand how to influence consumers through communications, product, and
brand strategies; incorporate issues of diversity into marketing strategy; etc.

**Prerequisite:** MBA 525

**MBAD 522 Marketing Research and Analysis for Decision Making (3)**

This class presents a comprehensive framework of marketing research from the perspective of decision making in addition to current trends in international marketing research, ethics, and the integration of the Internet and computers.

**Prerequisites:** MBA 525

**MBAD 525 Marketing Management (3)**

This course provides students with an understanding of the principles of marketing management, with an emphasis on analysis and marketing planning. Through readings, cases, exercises, and applications, students will not only learn the essentials of marketing but also be able to apply them in a business context.

**MBAD 530 Principles of Revenue Management in Hospitality (3)**

The course introduces the principles and related theory of revenue management, examines the history and application of revenue management, explores the fit of a revenue management strategy to various types of organizations, identifies the requirements of revenue management, outlines the processes for implementation, and examines its place in the organization.

**MBAD 531 Forecasting and Business Analytics in Hospitality (3)**

This course provides knowledge and hands-on skills on forecasting and business analytics used in revenue management. The student learns to use extensive data, statistical and quantitative analysis, exploratory methods, predictive models, time series forecasting, to make fact-based decisions and drive actions in order to maximize revenues and profits.

**Prerequisite:** MBA 530

**MBAD 532 Channel Management Strategies in Hospitality (3)**

This course outlines strategies related to setting the right prices, developing rate fences, and using multiple distribution channels to manage price more effectively. Students will focus on the impact of variable pricing and

discounting on revenue management in the context of price elasticity, optimal price mix, perceived fairness, and congruence with positioning and sales strategies.

**Prerequisite:** MBA 530

**MBAD 560 Special Topics (1-3)**

This course will be customized to provide an advanced, in depth review of selected issues in business.

**Prerequisite:** Admission into the MBA program.

**MBAD 590 Integrated Capstone (3)**

The primary objective of this course is to provide students with the opportunity to engage in integrative thinking and application. This entails confronting an organizational problem, which requires students to make connections among a variety of aspects, including their prior coursework, as well as the relationship of practice to theory.

**Prerequisites:** Prior completion of all other required and elective courses in the MBA program.

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**Child Life Courses**

**CHLI 601 Introduction to Child Life (3)**

A comprehensive overview of the field of child life. Coverage will emphasize the multidimensional, interdisciplinary nature of children, adolescents, and families interacting with the healthcare system using a developmental framework. Topical coverage will include definitions, theories, clinical presentation, research, assessment, intervention issues related to pediatric illness and care.

**CHLI 603 Death and Dying (3)**

A comprehensive overview of dying, death, and bereavement with emphasis on children and families. Focus includes social meanings of dying and death, developmental perceptions, the impact of culture, religion, and ethnicity, the dying process, and bereavement. Legal issues in the healthcare setting and end of life processes will be explored.

**CHLI 604 Program Development and Practicum in Child Life (3)**

A comprehensive overview of child life programming for children and families with application in the children's hospital. An emphasis on program development skills relating to both intervention and prevention. A focus on applying information technology including websites, blogs, email newsletter, and social networking in addition to didactic contact.

**CHLI 605 Psychological Aspects of Illness, Trauma, and Hospitalization (3)**

A comprehensive overview of pediatric illnesses and their impact on the child and family. Coverage will emphasize the multidimensional, interdisciplinary nature of children and families interacting with the healthcare system using a developmental framework. Coverage includes pediatric illnesses, treatment, and the effects of medical intervention on children and families.

**CHLI 606 Family Issues (3)**

A comprehensive overview of family processes transitions throughout the lifespan, and the impact of pediatric illness on the family system. Includes diverse models of the family, family functioning, conflict, and the parent-child relationship. Parenting strategies and effects of medical interventions and end of life issues on the family are examined.

**CHLI 611 Working with Children with Special Needs/Developmental Disabilities (3)**

A comprehensive overview of common developmental and intellectual disabilities, the needs of children with disabilities, and the challenges faced in their interactions with the healthcare system. The role of the child life specialist in family-centered and community-based care at a systems and individual level will be explored.

**CHLI 701 Child Life Internship (12)**

Development of clinical competency in child life intervention and programming. Includes field placement and written assignments. Designed, implemented and evaluated according to the clinical and academic standards of the national Child Life Council for internship. Fulfills the requirement for 480 hours of clinical experience through a child life internship program.