

Curriculum Change Form
(Present only one proposed curriculum change per form)
(Complete only the section(s) applicable.)

Part I

<input type="checkbox"/> (Check one) New Course (Parts II, IV)	Department Name	MMAC																													
<input type="checkbox"/> Course Revision (Parts II, IV)	College	Business & Technology																													
<input type="checkbox"/> Course Dropped (Part II)	*Course Prefix & Number																														
<input type="checkbox"/> New Program (Part III)	*Course Title (30 characters)																														
<input type="checkbox"/> Program Revision (Part III)	*Program Title	General Business – All options																													
<input checked="" type="checkbox"/> Program Suspended (Part III)	*Provide only the information relevant to the proposal.																														
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Proposal Approved by:</td> <td style="width: 20%; text-align: center;"><u>Date</u></td> <td style="width: 30%;"></td> <td style="width: 20%; text-align: center;"><u>Date</u></td> </tr> <tr> <td>Departmental Committee</td> <td>2/6/2009 & 2/27/2009</td> <td>Graduate Council*</td> <td>N/A</td> </tr> <tr> <td colspan="4" style="text-align: center;"> <i>Is this a SACS Substantive Change? Yes**** <input type="checkbox"/> No <input checked="" type="checkbox"/></i> </td> </tr> <tr> <td>College Curriculum Committee</td> <td>2/20/2009 & 3/2/2009</td> <td>Approved <input checked="" type="checkbox"/> Disapproved <input type="checkbox"/></td> <td>3/19/09</td> </tr> <tr> <td>General Education Committee*</td> <td>N/A</td> <td>Faculty Senate**</td> <td></td> </tr> <tr> <td>Teacher Education Committee*</td> <td>N/A</td> <td>Board of Regents**</td> <td></td> </tr> <tr> <td></td> <td></td> <td>Council on Postsecondary Edu.***</td> <td></td> </tr> </table>				Proposal Approved by:	<u>Date</u>		<u>Date</u>	Departmental Committee	2/6/2009 & 2/27/2009	Graduate Council*	N/A	<i>Is this a SACS Substantive Change? Yes**** <input type="checkbox"/> No <input checked="" type="checkbox"/></i>				College Curriculum Committee	2/20/2009 & 3/2/2009	Approved <input checked="" type="checkbox"/> Disapproved <input type="checkbox"/>	3/19/09	General Education Committee*	N/A	Faculty Senate**		Teacher Education Committee*	N/A	Board of Regents**				Council on Postsecondary Edu.***	
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<p>*If Applicable (Type NA if not applicable.) **Approval needed for new, revised, or suspended programs ***Approval/Posting needed for new degree program or certificate program ****If "yes", SACS must be notified before implementation. Please contact ECU's Office of Institutional Effectiveness.</p>																															

Completion of A, B, and C is required: (Please be specific, but concise.)

A. 1. Specific action requested: (Example: To increase the number of credit hours for ABC 100 from 1 to 2.)	<p>To add a Corporate Communication and Technology option to General Business B.B.A. program. To move CIS400 as a major requirement under the course requirements for the first three options. To replace CIS 435 with 335 in Global Supply-Chain Management Option. To adjust free electives accordingly for the new CCT option. To reduce the General Business Major (all Options) to 120 hours from 128 by streamlining the curriculum and omitting courses without compromising the quality of the program.</p>
A. 2. Effective date: (Example: Fall 2001)	Fall 2009
A. 3. Effective date of suspended programs for currently enrolled students: (if applicable)	N/A
B. The justification for this action:	<p>Decreasing number of majors in the CCT program area and increasing pressure for accountability and efficient use of resources. CIS 435 number was changed in the last year to 335. CCT option will not require students to take CIS400, but the other options still do. CCT option will only require a total of 120 hours. Students choosing any option of the General Business Major can benefit from a reduction of total number of hours and expedite graduation without compromising the overall quality of the degree.</p>
C. The projected cost (or savings) of this proposal is as follows:	<p>Personnel Impact: None Operating Expenses Impact: None Equipment/Physical Facility Needs: None Library Resources: None</p>

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Part III. Recording Data for New, Revised, or Suspended Program

1. For a new program, provide the catalog description as being proposed.
2. For a revised program, provide the current program requirements using ~~strike through~~ for deletions and underlines for additions.
3. For a suspended program, provide the current program requirements as shown in catalog. List any options and/or minors affected by the program's suspension.

New or Revised* Program Text
 (*Use ~~strike through~~ for deletions and underlines for additions.)

General Business (B.B.A.)

CIP Code: 52.0101

University Requirement	1 hour
BTO 100.	
General Education Requirements	36 hours
Standard General Education program, excluding general education blocks II, VB, VC, and VII (QS). Refer to Section Four of this <i>Catalog</i> for details on the General Education and University requirements.	
College Requirement: Professional Skills Seminar	
BTS 300 (CR) and BTS 400 (CR).	
Supporting Course Requirements	15 hours
MAT 107 or MAT 211; SOC 131; ECO 230, 231; CIS 212 or CSC 104.	
Free Electives	5-8 10-13 hours
May include 3 hours approved business electives.	
Business Requirements	
P re-Business Core	12 hours
ACC 201, 202; GBU 204; QMB 200.	
Business Core	21 hours
CCT 300, CIS 300, FIN 300, MGT 300, 370, MKT 300, GBU 480.	
Major Requirements	27 -30-33 hours
CIS 400, GBU 201, MGT 340, and one of the following options:	
General Business Option (30 27 hours):	
<u>GBU 201, MGT 340, t</u> Three hours in a 400 level Marketing Course, three hours in Finance (FIN 301, 302, 304, 324, or 330), and three hours in Management (MGT 320, 330, 406, 430, or 470), and one additional approved upper-division course from finance, marketing, or management, and nine hours of approved business electives.	
International Business Option (33 30 hours):	
<u>GBU 201, MGT 340, s</u> Six hours of foreign language, CCT 310, MGT 430, MKT 400, FIN 330; and six hours of business credit which will include course of study and/or internship in a foreign country. Exemptions from the foreign study requirement are available only with the chairperson approval. International students may choose to fulfill this requirement through internships, cooperative education, or approved upper-division courses in business or economics (ECO 394).	
Global Supply-Chain Management Option (33 30 hours):	
<u>GBU 201, MGT 340, MKT 315, 400, 431, MGT 430, 375;</u> 6 hours from the following courses: INT 400, CIS <u>335, 380, 435;</u> MGT 406, MKT 312; and 3 hours of approved business electives or International Economics (ECO 394).	
Corporate Communication and Technology Option (30 hours):	
<u>CCT 302, 310, 550, 570, CIS 410, GBU 201, MGT 340, MGT 480;</u> 3 hours from the following courses: <u>MKT 309, MKT 400, MKT 401;</u> 3 hours from the following courses: <u>MGT 330, MGT 465 and MGT 320.</u>	
Total Curriculum Requirements	120-128 hours