



Faculty Senate • http://www.uwrf.edu/faculty_senate/welcome.html

Senators: Chair – David Rainville , Vice Chair – David Furniss, Secretary – Kris Hiney, Executive Committee – Glenn Potts, Ogden Rogers

RECEIVED
APR 17 2008
CHANCELLOR'S OFFICE
UW-RIVER FALLS

To: Don Betz, Chancellor
116 North Hall
University of Wisconsin-River Falls

From: David Rainville, Chair
Faculty Senate
University of Wisconsin-River Falls

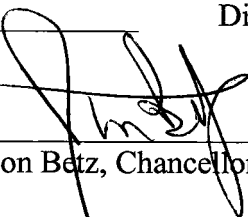
RE: UW-RF Faculty Senate Motion 2007/2008/50

At the April 9, 2008 meeting of Wisconsin-River Falls Faculty senate, motion 2007-2008/50 was passed. This motion is forwarded for your action

A motion from the AP&P to adopt a substantial revision in the Master in Business Administration degree.

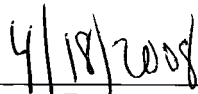


Approved



Disapproved

Don Betz, Chancellor




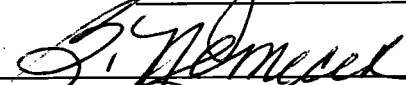
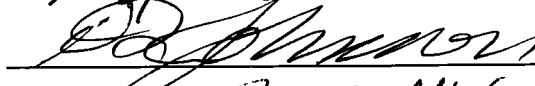
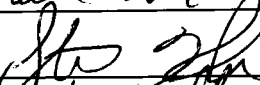


Date

TRANSMITTAL for GRADUATE PROGRAMS: Changes or Proposals

I. INFORMATION:

- A. Check all that apply: Existing Program New Program
Name Change Credits Change Substantial Change in Curriculum
- B. Program Title: Master of Management
- C. Department(s) (Originating): College of Business and Economics
- D. College(s) (Originating): CBE
- E. Programs / Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):
- 1) Management & Marketing inance
2) Accounting and Finance
3)
4)
- F. Date of Implementation: Fall Semester 2008 Year
- G. Have all courses in this program been approved? Yes No If "No", which ones?
- H. Attach Request Narrative 1. drop former required course Mngt 707 "Communication in the Organization and replace with Mngt 720 "Strategy and Organizational Performance"
2. Change degree name from Master of Management to Master of Business Administration (MBA)

II. **UNIT APPROVALS:** Requires signatures of all Department Chairs and Deans whose programs will be substantially affected by the changes or proposal. Signature lines for the affected Departments and Colleges (noted in "E" above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

	Signature	Date
Department Curriculum Committee Chair (optional)	_____	_____
Department/Program Chair		2/14/08
College Curriculum Cmtt. Chair	John R. Walker	2/21/08
Dean of College		2/21/08
Graduate Council Chair		3/4/08
University Curriculum Cmtt. Chair	Paul McCoy	3/10/08
Academic Policy & Program Cmtt. Chair		4/1/08
Faculty Senate Chair	David P. Raimundo	4/9/08
Provost / Vice Chancellor		4-18-08
Chancellor		4/18/08

1. Change the program title from Master of Management to Master of Business Administration (MBA)

When the Master of Management was created, the CBE was not yet accredited by AACSB International. Within the UW System, the only MBA programs allowed are those accredited by AACSB.

Despite the name difference, the curriculum structure of the degree is the same as MBA degrees. We were accredited as a “MBA and other general management masters programs”. This means we were accredited with the same set of standards and expectations as MBA degrees. Our accreditation is directly applicable to an MBA title.

The name Master of Management is not commonly understood. The MBA title is widespread and for many is the expected master’s degree in business. As a result, when we are recruiting students or when students seek tuition funding for their work, it is often necessary to explain that the Master of Management is “essentially” the same as an MBA, but with a management focus. This explanation has worked, but we believe it has reduced our ability to promote the program. The name MBA is well known by students and employers and is the expected master’s degree in business.

Since we are now AACSB International accredited, we wish to change the title to MBA. This title is well known and will result in broad acceptance in the Twin Cities business community.

2. We are making one change in the required courses for the program. We will drop Mngt 707 Communication in the Organization and **replace it with Mngt 720 Strategy and Organizational Performance**

We have taken this opportunity to look at our course offering and have decided that a course dedicated to strategy better fits the goals of the program. Since it is an integrative course (management, marketing, finance), it also helps us assess program objectives. A capstone strategy course is common in MBA programs.

Mngt 707 (old) is two credits

Mngt 720 (new) is three credits

Credits to degree is thirty (old and new)

The change in the required course will not change the total credits for degree (30 credits), but does decrease the elective credits by one.



College of Business and Economics

124 South Hall • Phone (715) 425-3335 • Fax (715) 425-0707 • cbe@uwrf.edu • www.uwrf.edu/cbe

February 12, 2008

Dear Glenn:

The Management and Marketing Department agrees that the Master of Management should become an MBA. We also agree that MNGT 720 (Strategy) should be required in place of MNGT 707.

We understand that our agreement with these changes is needed by the Graduate Council, AP&P, and perhaps by the Faculty Senate.

Good luck,

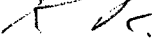
Brian Huffman, Chair – Management & Marketing



College of Business and Economics • 124 South Hall • Phone (715) 425-3335 • Fax (715) 425-0707 • www.uwrf.edu/cbe

Date: February 14, 2008

To: Glenn Potts, Director
CBE Graduate Program

From: Reza Rahgozar, Chair 
Accounting and Finance Department

Subject: Changes in Graduate Program at College of Business and Economics

1. The Accounting and Finance Department strongly supports dropping Mngt 707 (Communication course) and replacing the Mngt 720 (Strategy) from the CBE graduate program.
2. The Department also supports changing the program title from Master of Management to the Master of Business Administration (MBA).