

Business

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Central 141A

541-552-6484

www.sou.edu/business

<i>Professor</i>	Associate Professor	Senior Instructor 2	Senior Instructor 1	Instructor	Emeritus
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Donna Lane	Katie Pittman	Kurt Knudsen	Kurt Knudsen	David Parker	John Laughlin
Joan McBea	Mark Siders			Dan Clark	Milan (Kip) Sigetich
René Leo E. Ordoñez	Dennis Slattery			Pavlina McGrady	
	Rattaphon Wuthisatian				

Introduction

SOU's Business program is friendly enough to know your name, professional enough to attract quality students and faculty, and flexible enough to keep up with the dynamic demands the business world places on universities and students.

At SOU, we are changing the way we do business. The SOU Business program has heard the demand from employers for graduates who can write clearly, think critically, and work in groups that are aware of the social issues facing business in the U.S. and abroad. We have been able to move quickly to meet this demand for several reasons:

1. Our small class sizes facilitate group work and discussion.
2. Our classrooms are well-equipped with complete multimedia capabilities.

3. Our faculty members are well-educated, friendly, flexible, have years of private sector business experience, and are dedicated to providing our students with the best possible education.

Our students are active learners. They bring to school an entrepreneurial attitude, to which we add a structure and a plan. In Orientation to the School of Business (BA 100), students are presented with a framework of the core business courses at the beginning of their business study. This course includes highlights of the important topics covered in each class, and students are encouraged to challenge faculty members to address these topics in a meaningful fashion. Students complete their business education with a comprehensive business plan as a capstone project. The plan clearly demonstrates the writing, thinking, social, and business skills students have acquired and refined while working in SOU's School of Business.

Mission

The mission of the Business program is to prepare students for challenging, socially responsible careers in a dynamic, globally competitive business environment. As part of a contemporary liberal arts university, Business integrates a solid foundation in the liberal arts and sciences with the primary areas of business administration. The program emphasizes excellence in teaching, individual advising, and flexible course scheduling. Programs are readily accessible to students at multiple locations and in multiple formats (face-to-face, on-line and hybrid). Small class sizes allow for significant interaction between professors and students. Elements essential to the mission include:

1. A coherent, integrated curriculum that emphasizes the increasingly global nature of the business environment, ethical conduct in business decision making, and technological competency.
2. A requirement that students show an ability to communicate in a clear, concise, and professional manner. These communication skills are demonstrated and refined through oral class presentations, written assignments, and a comprehensive business plan that serves as a senior capstone project.
3. A strong foundation in the liberal arts and sciences supplemented by a required non-business minor or an approved SOU certificate.
4. A broad variety of related academic offerings, including four business options and five certificate programs.
5. A requirement that students earn internship credit or engage in practical undergraduate research, which is enhanced by ties between the Business program and the community.
6. Programs that are accessible to all qualified students through on- and off-campus day and evening courses and a comprehensive degree completion program.
7. Faculty members who reflect a balance between theory and practice, teaching and research, and service to the University and the community.

Accelerated Baccalaureate Degree Program

Curt Bacon, Program Coordinator Bacon@sou.edu 541-552-6487

Business administration majors may participate in the Accelerated Baccalaureate Degree Program (Acc Bacc). The Acc Bacc is a course reduction program that allows qualified students to waive up to 24 general education and 21 elective credits. As a result, these students are able to complete a business degree in three years. For more information see www.sou.edu/abp.

Evening ~~and Online~~ Programs – Higher Education Center, Medford

Business Degree Completion Program

David Parker, Coordinator ParkerD@sou.edu 541-552-8151

The Business Degree Completion Program is designed for working people who have completed approximately two years of college coursework and who find it difficult to attend daytime classes on the Ashland campus. Classes are available in the evenings at the Higher Education Center (HEC) in Medford and on the Web. Students in this program may pursue a Bachelor's degree in Business Administration with an option in Management, Public Accounting or Managerial Accounting. For more information, contact David Parker at 541-552-8151 or visit www.sou.edu/degreecompletion.

Online Degree Completion Program

David Parker, Coordinator ParkerD@sou.edu 541-552-8151

The Online Degree Completion Program is designed for those who live outside of Ashland or who need additional flexibility in their schedule due to work and family responsibilities. The program offers upper division coursework needed for a Bachelor of Science degree in Business Administration with an option in Management, Public Accounting or Managerial Accounting and a minor in Psychology, Criminal Justice, or Early Childhood Development. Some lower division course requirements may not be offered online at SOU and may be taken on campus or online elsewhere. Online students are strongly encouraged to read the Online Student Handbook located at www.sou.edu/degreecompletion. For more information, contact David Parker at 541-552-8151 or visit www.sou.edu/degreecompletion.

Professional Certifications

Students may take coursework to prepare for a professional certification examination. In accounting, students may prepare for the Certified Public Accountant (CPA) Examination or the Certified Management Accountant (CMA) Examination. SOU is also a Microsoft Office Specialist (MOS) Testing Center for students enrolled in BA 285 or 384. Completion of a course of study to prepare for any certification does not guarantee receipt of the desired certificate, nor does the University offer any such assurance. Professional certification examinations in business

are administered by the state of Oregon and various professional organizations.

Teacher Licensing

Students who would like to teach business at the middle school or high school level in Oregon public schools must complete a bachelor's degree in business administration before applying for admission to the Master of Arts in Teaching (MAT) program at SOU. Interested students should consult the department chair for an appropriate advisor and the School of Education regarding admission requirements for the MAT teacher education program.

Students must prepare in advance to increase their chances of acceptance into this competitive program. Practica, internships, and volunteer experiences in the public schools prior to application to the MAT program are required.

Student Groups

The Accounting Students Association (ASA)
The Business Club
Hospitality and Tourism Club
Alpha Kappa Psi

Accreditation

The University is accredited by the Northwest Commission on Colleges and Universities. Additionally, SOU Business programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Facilities

Business has multimedia-equipped classrooms and facilities. The thirty-station microcomputer lab is available exclusively for classroom teaching and individual use by business administration majors. In addition, these students enjoy access to computers at the Computing Services Center and Hannon Library. The University offers wireless Internet access for students who wish to use their own laptops or mobile devices.

The Business program also houses a presentation room equipped with multimedia capabilities, including built-in microphones, surround sound, videotaping, and an electronic white board. The presentation room is not only technologically equipped, but it is also professionally designed and decorated.

Degree Programs

Students who have been admitted to SOU may take any lower division (100- or 200-level) course in business administration if they have met the course prerequisites. Students who anticipate declaring a major in business are classified as premajors until they are admitted to the Business major. All business premajors and majors should contact the Business office in CE 144 to secure a faculty advisor.

Admission to Business Programs

Students who wish to take upper division (300-level or above) courses in business administration must first be admitted to the Business major. In order to be fully admitted into one of the Business major options, a student must have completed the following business and non-business courses, or their transfer equivalents:

1. USEM 101, 102, 103; EC 201, 202, MTH 243; BA 100, 131, 211, 213, 226, ~~and~~ 282, ~~and~~ 285.
2. Must have earned a grade of at least C- in the above required BA (Business Administration) classes taken at SOU or transferred from another institution.
3. Must file an application for admission to the Business major.

For exceptions, see course descriptions and Non-admitted Status (two sections below). Admission forms may be obtained from faculty advisors or the Business office in Central Hall 144.

Transfer Students

Requirements for admission to the Business major are the same for transfer students as they are for nontransfer students (see Requirements for Admission below).

Students planning to transfer to the Business major should contact the school before registering for classes. An advisor can then help with first-time enrollment.

Business administration courses successfully completed at accredited two- or four-year institutions are accepted for transfer credit. However, courses that do not correspond with existing programs in the SOU Business program may not count toward the 52 credits of upper division business administration courses required for the degree.

Lower division transfer courses in business administration may not be substituted for upper division business administration courses without a formal agreement with the institution from which the credits are being transferred.

Once a student has been admitted to the SOU Business major, transfer credits in business administration will not be accepted toward degree requirements without prior written approval

from the student's faculty advisor.

Non-admitted Status

Students in the following categories may take upper division courses in Business without being admitted to the major (provided they have met the prerequisites for the courses and obtained instructor consent):

1. non-business majors, including those working on a minor in business administration; and
2. students required to take specific business courses as part of a non-business major.

Some upper division courses may be taken without approval and formal admittance to the Business major. See course descriptions for upper division business administration courses.

International Dual Degrees (Undergraduate)

Curtis Bacon, Coordinator

541-552-6487 Bacon@sou.edu

Students in this program earn both a business degree from SOU and a degree from one of our partner universities in Germany (Hochschule Harz or HTW Saarlandes). The program of study can be completed in four years, with a year of study at one of the German universities during the student's junior or senior year. Business classes are taught in English.

International Dual Degrees (Graduate)

MiM

René Leo E. Ordoñez, Coordinator

541-552-6720 Ordonez@sou.edu

Students in this program earn a Master in Management degree from SOU and a Master in Management degree from our partner university in Mexico (University of Guanajuato). This dual degree program can be completed in approximately two years, with core courses taken at the University of Guanajuato in Guanajuato, Mexico and remaining courses taken at Southern Oregon University. All MiM courses in Guanajuato are taught in English.

MBA

René Leo E. Ordoñez, Coordinator

541-552-6720 Ordonez@sou.edu

Students in this program earn an MBA from SOU and a Master of International Management from HTW Saarlandes in Germany. The program of study can be completed in one year, with two quarters of study at SOU and one semester at HTW. All classes in Germany are taught in English.

Program Requirements

Programs

Bachelor of Arts/Bachelor of Science

- [Business Administration, BA or BS](#)

Bachelor of Science

- [Innovation and Leadership, Bachelor of Science](#)

Bachelor of Applied Science

- [Management, BAS](#)

Master in Business Administration

- [Master of Business Administration, MBA](#)

Certificates

Add: The certificate programs are open to undergraduate, graduate, and post-baccalaureate students. To be awarded this certificate, students must meet the program requirements and the requirements for a BA/BS or BAS degree at SOU or already have a bachelor's degree from an accredited institution.

As interdisciplinary programs, the certificates may utilize coursework students complete as part of University Studies or required by their major or minor program. All courses taken for the certificate must be completed with a grade of C or better and a minimum 2.5 GPA.

- [Certificate in Applied Finance and Economics \(CAFE\)](#)
- [Certificate in Business Information Systems \(CBIS\)](#)
- [Certificate in Interactive Marketing and E-Commerce \(CIMEC\)](#)
- [Certificate in Management of Human Resources \(CMHR\)](#)

- [Certificate in Nonprofit Management \(CNPM\)](#)

Postbaccalaureate Certificate

- [Post-baccalaureate Certificate in Accounting](#)

Minor

- [Business Administration Minor](#)

Courses

Business Administration

- [BA 100 - Orientation to the School of Business](#)
- [BA 110 - Business, Government, and Society](#)
- [BA 131 - Business Computer Applications](#)
- [BA 199 - Special Studies](#)
- [BA 208 - Hospitality and Tourism Essential Skills](#)
- [BA 211 - Financial Accounting](#)
- [BA 211H - Honors Accounting Info I](#)
- [BA 213 - Managerial Accounting](#)
- [BA 217 - Entry Level Business Internship](#)
- [BA 218 - Personal Finance](#)
- [BA 226 - Business Law](#)
- [BA 230 - Wine Appreciation](#)
- [BA 282 - Applied Business Statistics](#)
- [BA 285 - Advanced Business Applications: Excel](#)
- [BA 310 - Lodging and Tourism Operations](#)
- [BA 311 - Food and Beverage Management](#)
- [BA 312 - Hospitality and Tourism Marketing](#)
- [BA 320 - Business, Government, and Nonprofits](#)
- [BA 324 - Business Communication](#)
- [BA 330 - Principles of Marketing](#)
- [BA 351 - Intermediate Accounting I](#)
- [BA 352 - Intermediate Accounting II](#)
- [BA 353 - Intermediate Accounting III](#)
- [BA 374 - Principles of Management](#)
- [BA 380 - Operations Management](#)
- [BA 380H - Honors Operations Management](#)
- [BA 382 - Management Information Systems](#)
- [BA 384 - Advanced Business Applications: Databases](#)
- [BA 385 - Principles of Finance](#)
- [BA 399 - Special Studies](#)
- [BA 402 - Internship \(for BAS majors\)](#)
- [BA 405 - Reading and Conference](#)

- [BA 407 - Seminar](#)
- [BA 409 - Internship \(for BA/BS Majors\)](#)
- [BA 410 - Event, Meeting and Convention Management](#)
- [BA 427 - Business Policy and Strategy](#)
- [BA 428 - Applied Business Research](#)
- [BA 430A - Nonprofit Grantwriting and Government Relations](#)
- [BA 430B - Nonprofit Volunteerism, Board Development, and Community Mobilization](#)
- [BA 431 - Consumer Motivation and Behavior](#)
- [BA 432 - Promotion Policy](#)
- [BA 434 - Sales Management](#)
- [BA 435 - Direct Marketing](#)
- [BA 436 - Internet Marketing and E-Commerce](#)
- [BA 441 - Marketing Channels Management and Pricing Strategy](#)
- [BA 444 - Product Policy](#)
- [BA 445 - Business Marketing](#)
- [BA 446 - Retail Management](#)
- [BA 447 - International Marketing](#)
- [BA 450 - Using GIS in Business](#)
- [BA 451 - Cost and Management Accounting](#)
- [BA 453 - Individual Taxation](#)
- [BA 454 - Accounting Information Systems](#)
- [BA 455 - Auditing I](#)
- [BA 456 - Auditing II](#)
- [BA 457 - Taxation of Corporations and Other Entities](#) (add BA453 Individual Taxation as a prerequisite.)
- [BA 458 - Consolidation and Segment Reporting](#)
- [BA 459 - Financial Analysis and Advanced Accounting](#)
- [BA 460A - Nonprofit Accounting and Financial Management](#)
- [BA 460B - Nonprofit Accounting and Financial Management](#)
- [BA 465A - CPA Review I](#)
- [BA 465B - CPA Review II](#)
- [BA 468 - Principles of Fundraising, Public Relations, and Marketing](#)
- [BA 470 - Financial Markets and Institutions](#)
- [BA 471 - Financial Management](#)
- [BA 472 - Investments](#)
- [BA 473 - International Financial Management](#)
- [BA 475 - Organizational Behavior](#)
- [BA 475H - Honors Organizational Behavior](#)
- [BA 476 - Business Ethics](#)
- [BA 477 - International Business](#)
- [BA 477H - Honors International Business](#)
- [BA 478 - Corporate Law](#)
- [BA 479 - Small Business Start-up and Management](#)
- [BA 480 - Nonprofit Theory and Leadership](#)
- [BA 481 - Principles of Human Resource Management](#)
- [BA 483 - Sustainability Leadership](#)

- [BA 484 - Business Information Systems: Analysis and Design](#)
- [BA 485 - Compensation Management](#)
- [BA 486 - Strategic Staffing](#)
- [BA487 Property and Casualty Risk Management](#)
- 4 credits
Explores issues, programs, trends, costs, and analytical techniques that impact an organization's insurance and safety needs. Covers risk analysis, employment benefit plans, laws and regulations, liability exposure, health enhancement, and safety management. Practitioner-taught.
- [BA 488 - Fundamentals of Project Management](#)
- [BA 489 - Organizational Leadership](#)
- [BA 490 - Case Studies in Corporate Sustainability](#)
- [BA 492 - Working with Emotional Intelligence](#)
- [BA 497 - Advanced MIS: Business Analytics](#)
- [BA 499 - Business Planning](#)
- [BA 505 - Reading and Conference](#)
- [BA 507 - Seminar](#)
- [BA 509 - Internship](#)
- [BA 510 - Event, Meeting and Convention Management](#)
- [BA 530A - Nonprofit Grantwriting and Government Relations](#)
- [BA 530B - Nonprofit Volunteerism, Board Development, and Community Mobilization](#)
- [BA 531 - Consumer Motivation and Behavior](#)
- [BA 532 - Promotion Policy](#)
- [BA 534 - Sales Management](#)
- [BA 535 - Direct Marketing](#)
- [BA 536 - Internet Marketing and E-Commerce](#)
- [BA 541 - Marketing Channels Management and Pricing Strategy](#)
- [BA 544 - Product Policy](#)
- [BA 545 - Business Marketing](#)
- [BA 546 - Retail Management](#)

Business Administration, BA or BS

Requirements for the Major

1. Pre-Business Core Requirements

Completion of these courses is required for full admission to the School of Business.

A. Non-Business Core Courses (24 credits)

Complete the following non-business courses (some of these courses may also meet University Studies requirements):

- [USEM 101 - University Seminar](#) 4 credits
- [USEM 102 - University Seminar](#) 4 credits
- [USEM 103 - University Seminar](#) 4 credits
- [EC 201 - Principles of Microeconomics](#) 4 credits
- [EC 202 - Principles of Macroeconomics](#) 4 credits
- [MTH 243 - Introduction to Statistical Methods](#) 4 credits (prerequisite for BA 282)

B. Lower Division Business Core Courses (25 credits)

Complete lower division business core courses:

- [BA 100 - Orientation to the School of Business](#) 1 credit
- [BA 131 - Business Computer Applications](#) 4 credits
- [BA 211 - Financial Accounting](#) 4 credits
- [BA 213 - Managerial Accounting](#) 4 credits
- [BA 226 - Business Law](#) 4 credits
- [BA 282 - Applied Business Statistics](#) 4 credits
- [BA 285 - Advanced Business Applications: Excel](#) 4 credits

Note:

Additionally, students must have successfully completed the above lower division Business core classes with a minimum grade of C-, regardless of where the class was taken.

2. Upper Division Business Core (36 credits)

Complete upper division business core courses:

(Students may begin taking these courses after full admission to the School of Business.)

- [BA 324 - Business Communication](#) 4 credits
- [BA 330 - Principles of Marketing](#) 4 credits
- [BA 374 - Principles of Management](#) 4 credits
- [BA 380 - Operations Management](#) 4 credits
- [BA 382 - Management Information Systems](#) 4 credits
- [BA 385 - Principles of Finance](#) 4 credits
- [BA 427 - Business Policy and Strategy](#) 4 credits
-
- [BA 428 - Applied Business Research](#) 4 credits
- Note: Students must have a minimum 2.5 GPA in SOU business administration courses to be able to take BA 428.
- **or**
- [BA 409 - Internship \(for BA/BS Majors\)](#) 1 to 12 credits **4 credits required**
- Note: Students must have a minimum 2.5 GPA in SOU Business Administration courses to be able to take BA 409.
-
- [BA 499 - Business Planning](#) 4 credits

3. Focus Concentration

Complete one of the following business administration concentrations:

- [Accounting Concentration \(Public or Managerial\)](#)
- [Hospitality and Tourism Management Concentration](#)
- [Management Concentration](#)
- [Marketing Concentration](#)

4.

Students must have a minimum 2.5 GPA in SOU business administration courses required for graduation.

5.

~~Except for Internship (BA 409), no lower division business administration core courses or upper division business administration courses may be taken P/NP.~~

Business classes taken for the major or the minor may not be taken as P/NP.

6.

Complete a total of 180 credits. **Includes a minimum of 52 credits in** upper division business administration or other upper division courses as approved by the Chair of the business program.

7.

Take at least 36 credits of upper division business administration courses at SOU.

Additional Requirements

All business administration majors are required to complete **one** of the following, in addition to the School of Business requirements:

1.

A minor in an area outside the School of Business programs

2.

An approved SOU Certificate

3.

Participation in an SOU-approved study abroad program for a full academic year. (Coursework must be pre-approved by the School of Business Study Abroad Advisor.)

Sample Curriculum Pre-Business Administration Major

(181 credits)

First Year	Credits by Term		
	F	W	S
University Seminar (USEM 101-103)	4	4	4
University Studies	0	4	4
Micro and Macroeconomics	4	4	0
Business Computer Applications	4	0	0
Financial Accounting/Managerial Accounting	0	4	4
Orientation to the School of Business	1	0	0
Advanced Business Application: Excel	0	0	4
Total credits by term	13	16	16

Second Year	Credits by Term		
	F	W	S
Minor or Elective Courses	0	4	4
Elementary Statistics	4	0	0
Applied Business Statistics	0	4	0
University Studies	4	4	0
Business Law	0	0	4
Minor courses	4	4	4
General elective courses	4	0	4

Total credits by term	16	16	16
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Sample Business Administration Major

	Credits by Term		
	F	W	S
Third Year			
300-level BA core courses	8	8	8
University Studies Synthesis or Integration	4	4	4
Minor or general elective courses	4	4	4
Total credits by term	16	16	12

	Credits by Term		
	F	W	S
Fourth Year			
Upper division BA courses	8	8	8
Internship or Business Research	4	0	0
Business Planning	0	4	0
Minor or general elective courses	4	4	4
Total credits by term	16	16	12

Many students choose to study abroad for a term or more during their junior or senior year. See an advisor to determine how international study will work best for you.

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2016-17 Catalog
Southern Oregon University

Business Administration Minor

Mark Siders, Coordinator
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(24 credits)

This minor is intended to give students majoring in other disciplines an understanding of the primary functions within a business. Students enrolling in the minor are expected to be computer literate (CS 115 or [BA 131](#)) and to have completed an introductory statistics course. While not required, students minoring in business are encouraged to also have a School of Business advisor. **A minimum 2.5 GPA in SOU business administration courses is required.** Students must meet all applicable requirements listed in the Minors section of this catalog, including the Minor residence requirement.

Note: Students may minor in Business Administration or minor in Hospitality and Tourism Management, but not both.

Required Courses (16 credits)

- [BA 211 - Financial Accounting](#) 4 credits
- [BA 213 - Managerial Accounting](#) 4 credits
- [BA 330 - Principles of Marketing](#) 4 credits
- [BA 374 - Principles of Management](#) 4 credits

Elective Courses (8 credits)

Choose two ~~approved~~ upper division business administration courses.

Management, BAS

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Joan McBee
Management Program Coordinator
541-552-6493 McBeeJ@sou.edu

~~The School of Business offers a program for transfers from an Associate of Applied Science degree to a Bachelor of Applied Science in Management degree (BAS). The BAS degree prepares students for managerial careers in technical fields. This program offers a seamless transition from an associate of applied science associate's degree in a technical fields earned from a community college to a bachelor's degree. Up to 124 quarter hours may be transferred~~

into the program, and the remaining courses may be completed at SOU. The BAS at Southern Oregon University requires the completion of 180 quarter hours.

The BAS degree is designed for ~~the following:~~

- Persons who hold a professional-technical associate's degree from a regionally accredited institution with a GPA of 2.5 or better. The associate's degree must contain at least 50 quarter credits of professional technical course work ~~not including Business or Accounting.~~
- ~~Persons who have the ability to take courses on-line or in the evenings and on weekends.~~

In addition to the BAS in Management, **a concentration in Hospitality and Tourism Management is available** within the BAS in Management. See requirements below.

The BAS degree program addresses the following educational objectives.

To prepare students to:

1. Accept leadership roles in business and industry.
2. Conduct a comprehensive analysis of individual and group behaviors in organizations.
3. Demonstrate a thorough understanding of the Basic fundamentals of business.
4. Use critical thinking skills and practical knowledge to solve specific business management problems.
5. Apply career development strategies and progress into management-level positions.

Required Courses

All of the lower division and upper division Universities Studies requirements that apply to a Bachelor of Science degree also apply to the BAS. In addition, students are required to complete the following business courses and elective courses that will enhance the student's professional development in their area of technical expertise.

Requirements for BAS in Management:

University Studies 60-68 credits

University Studies allows students to select from a variety of courses. BAS students should plan to select the following three courses as part of University Studies fulfillment.

- [EC 201 - Principles of Microeconomics](#) 4 credits

- [EC 202 - Principles of Macroeconomics](#) 4 credits
- [MTH 243 - Introduction to Statistical Methods](#) 4 credits

Lower Division School of Business Requirements (~~13~~ 17 credits)

- [BA 100 - Orientation to the School of Business](#) 1 credit
- [BA 131 - Business Computer Applications](#) 4 credits
- [BA 211 - Financial Accounting](#) 4 credits
- [BA 213 - Managerial Accounting](#) 4 credits
- [BA 285 - Advanced Business Applications: Excel](#) 4 credits
-

Note: Students must have successfully completed the above lower division School of Business requirements with a minimum grade of C-, regardless of where the class was taken.

Upper Division School of Business Requirements (56 credits)

- [BA 324 - Business Communication](#) 4 credits
- [BA 330 - Principles of Marketing](#) 4 credits
- [BA 374 - Principles of Management](#) 4 credits
- [BA 380 - Operations Management](#) 4 credits
- [BA 382 - Management Information Systems](#) 4 credits
- [BA 385 - Principles of Finance](#) 4 credits
- [BA 427 - Business Policy and Strategy](#) 4 credits
- [BA 475 - Organizational Behavior](#) 4 credits
- [BA 476 - Business Ethics](#) 4 credits
- [BA 481 - Principles of Human Resource Management](#) 4 credits
- [BA 489 - Organizational Leadership](#) 4 credits
-
- [BA 402 - Internship \(for BAS majors\)](#) 1 to 12 credits
(Applied Capstone - 4 credits required.)
- or
- [BA 499 - Business Planning](#) 4 credits
- Electives - 8 credits (Must be approved by advisor)

Possible Electives:

- [BA 451 - Cost and Management Accounting](#) 4 credits
- [BA 478 - Corporate Law](#) 4 credits

- [BA 486 - Strategic Staffing](#) 4 credits
- [BA 488 - Fundamentals of Project Management](#) 4 credits
- [COMM 330 - Interviewing and Listening](#) 4 credits
- [COMM 448 - Mediation and Conflict Management](#) 4 credits
- [COMM 455 - Conflict Resolution](#) 4 credits
- [PSY 438 - Group Dynamics](#) 4 credits
- [PSY 439 - Group Facilitation](#) 4 credits
- [PSY 446 - Industrial/Organizational Psychology](#) 4 credits
-
- Note: Other Electives may be approved by the BAS Advisor

Notes:

-
1. The BAS is not intended for students with an AAS in Business or Accounting.
 2. Students must have 60 upper division credits and a total of 180 credits to graduate.

Requirements for Hospitality and Tourism Management Option:

University Studies 60-68 credits.

University Studies allows students to select from a variety of courses. BAS students should plan to select the following three courses as part of University Studies fulfillment.

- [EC 201 - Principles of Microeconomics](#) 4 credits
- [EC 202 - Principles of Macroeconomics](#) 4 credits
- [MTH 243 - Introduction to Statistical Methods](#) 4 credits

Lower Division School of Business Requirements (13 credits)

-
- [BA 100 - Orientation to the School of Business](#) 1 credit
 - [BA 211 - Financial Accounting](#) 4 credits
 - [BA 213 - Managerial Accounting](#) 4 credits
 - [BA 285 - Advanced Business Applications: Excel](#) 4 credits

-

Note: Students must have successfully completed the above lower division School of Business requirements with a minimum grade of C-, regardless of where the class was taken.

Upper Division School of Business Requirements (~~56~~ 60 credits)

- [BA 310 - Lodging and Tourism Operations](#) 4 credits
 - [BA 311 - Food and Beverage Management](#) 4 credits
 - [BA 324 Business Communication](#) 4 credits
 - [BA 330 - Principles of Marketing](#) 4 credits
 - [BA 374 - Principles of Management](#) 4 credits
 - [BA 382 - Management Information Systems](#) 4 credits
 - [BA 385 - Principles of Finance](#) 4 credits
 - [BA 410 - Event, Meeting and Convention Management](#) 4 credits
 - [BA 427 - Business Policy and Strategy](#) 4 credits
 - [BA 446 - Retail Management](#) 4 credits
 - [BA 475 - Organizational Behavior](#) 4 credits
 - [BA 476 - Business Ethics](#) 4 credits
 - [BA 481 - Principles of Human Resource Management](#) 4 credits
 - [BA 489 - Organizational Leadership](#) 4 credits
 -
 - [BA 402 - Internship \(for BAS majors\)](#) 1 to 12 credits (Applied Capstone - 4 credits required)
- OR
- [BA 499 - Business Planning](#) 4 credits

Notes:

1. The BAS is not intended for students with an AAS in Business or Accounting.
2. Students must have 60 upper division credits and a total of 180 credits to graduate.

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Certificate in Nonprofit Management (CNPM)

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Jane Picknell, Coordinator

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picknellj@sou.edu

The certificate program equips students with the management skills necessary to obtain entry-level management positions within nonprofit organizations. The certificate program is open to undergraduate, graduate, and post-baccalaureate students. To be awarded this certificate, students must meet CNPM program requirements and requirements for a BA or BS degree at SOU (or the transfer equivalent).

The certificate program is cross-disciplinary, taking advantage of the education students have received through a variety of majors, including the arts, business, English, environmental studies, psychology, political science, sociology, music, and theatre, to name a few. Graduates of the certificate program gain the knowledge and experience required to become proficient in nonprofit management. Management disciplines emphasized include the following: financial management, organizational and board leadership, marketing, fundraising, public relations, human resource management, and program planning.

The program requires the completion of 26 credits, consisting of five required core courses, a 4-credit internship and 4 credits in approved elective courses. As an interdisciplinary program, the certificate may utilize coursework that students complete as part of University Studies or coursework required by their major or degree program. All courses taken for the certificate must be completed with a grade of C or better and a minimum 2.5 GPA. The Certificate in Nonprofit Management program is open to all majors.

Students will be required to interact with a nonprofit organization in several classes. Selecting one nonprofit to use for class projects is recommended; students will gain in depth knowledge of nonprofit theory and practice in one organization.

Course Requirements for Undergraduate and Post Baccalaureate Students

Core Courses (~~22~~ 36 credits)

Undergraduate and post-baccalaureate students pursuing the certificate should take upper division courses. Graduate students should take courses numbered at the 500-level.

- ~~BA 430A – Nonprofit Grantwriting and Government Relations~~ 4 credits
- New title: Nonprofit Grant Writing
- or
- [BA 530A - Nonprofit Grantwriting and Government Relations](#) 4 credits

Change: BA 430A/530A Nonprofit Grant Writing 4 credits

Interacting with an instructor-approved nonprofit organization, this course teaches students to assess the organizational mission and search for and match grants to that mission or program. After interviewing a nonprofit organization contact person, students will explore grant options and participate in several aspects of grant writing such as, but not limited to, writing/evaluating boilerplate information, telling the story of the organization, program description and/or evaluation and grant budgeting.

- ~~BA 430B - Nonprofit Volunteerism, Board Development, and Community Mobilization~~ 4 credits
- or
- [BA 530B - Nonprofit Volunteerism, Board Development, and Community Mobilization](#) 4 credits
-

Change: BA 430B/530B Volunteer Recruitment and Management 4 credits

Interacting with an instructor-approved nonprofit organization, this course teaches students to evaluate trends in volunteerism, evaluate the organization's current volunteer program and develop volunteer recruitment, management and retention strategies.

- [BA 460B - Nonprofit Accounting and Financial Management](#) 4 credits
- or
- [BA 560B - Nonprofit Accounting and Financial Management](#) 4 credits
-
-
- ~~BA 468 – Principles of Fundraising, Public Relations, and Marketing~~ 2 credits
- or
- [BA 568 - Principles of Fundraising, Public Relations, and Marketing](#) 2 credits

-

Change: BA 468/568 Building a Nonprofit Brand 4 credits

This course introduces brand raising, an important communications, fundraising and marketing tool to raising the profile and success of a nonprofit. The course will offer detailed and practical guidance for building a recognizable and meaningful brand and developing a comprehensive and multi-level communications strategy. Students will learn how to articulate an organizational profile, develop a solid identity, conduct smart outreach and measure effectiveness.

-
- ~~BA 480 – Nonprofit Theory and Leadership 4 credits~~
- or
- [BA 580 - Nonprofit Theory and Leadership](#) 4 credits

Change: BA 480/580 Introduction to Nonprofit Organizations 4 credits

Introduces the important social, political, and economic aspects of organizations in the third or “independent” sector. As neither government nor business, the nonprofit sector is a vital part of the national and international economy. The course will consider the essential elements that makes a nonprofit effective: Governance, Legal Framework, Strategic Leadership, Innovation and Capacity, Fund Development, Accountability and Evaluation.

- [BA 409 - Internship \(for BA/BS Majors\)](#) 1 to 12 credits - Required 4 credits - Internship to be arranged as explained below.
- or
- [BA 509 - Internship](#) 1 to 6 credits - Required 4 credits - Internship to be arranged as explained below
- or
- [PSY 409B - Practicum: Human Service](#) 1 to 6 credits - Required 4 credits - Internship to be arranged as explained below

Add: BA 407/507 Nonprofit Fund Development – 4 credits **New Class**

Provides an overview of raising money for a nonprofit. Fund development is a critical tool for the long-term success of a nonprofit. This class will include an overview of these essential elements: creating a fundraising plan; the role of staff, board and volunteers in fundraising; measuring program impact; donor research; grassroots fundraising; fundraising events; online fundraising; using social media; and the role of grants.

BA 407/507 Program Development and Evaluation – 4 credits **New Class**

Interacting with an instructor-approved nonprofit organization, students will develop skills in formative and summative program evaluation. Components will include articulating background, rationale and

purpose of the evaluation; developing key questions for program effectiveness; learning and applying a framework for research methods; analyzing data; and reporting the findings of the analysis.

Approved Elective

4 credits

Courses approved for elective credit are offered in Business, Communication, Psychology, Political Science, Health, Applied Media, and Writing. See Catalog for detailed list. **Electives courses must be 300- or 400-level.**

Proposed Change

Add: Class must be 300 or 400 level.

24 Total Credits

New Total 36 Credits

Elective Course (4 credits)

Undergraduate and post baccalaureate students pursuing the certificate should take courses numbered at the 400-level. Graduate students should take courses numbered at the 500-level.

- [BA 374 - Principles of Management](#) 4 credits
-
-
- [BA 410 - Event, Meeting and Convention Management](#) 4 credits
- or
- [BA 510 - Event, Meeting and Convention Management](#) 4 credits
-
-
- [BA 436 - Internet Marketing and E-Commerce](#) 4 credits
- or
- [BA 536 - Internet Marketing and E-Commerce](#) 4 credits
-
-
- [BA 481 - Principles of Human Resource Management](#) 4 credits
- or
- [BA 581 - Principles of Human Resource Management](#) 4 credits
-
-

- [BA 483 - Sustainability Leadership](#) 4 credits
- or
- [BA 583 - Sustainability Leadership](#) 4 credits
-
-
- [BA 488 - Fundamentals of Project Management](#) 4 credits
- or
- [BA 588 - Fundamentals of Project Management](#) 4 credits
-
- [COMM 342 - Persuasion](#) 4 credits
-
-
- [COMM 412 - Evaluation of Public Communication](#) 4 credits
- or
- [COMM 512 - Evaluation of Public Communication](#) 4 credits
-
-
- [COMM 455 - Conflict Resolution](#) 4 credits
- or
- [COMM 555 - Conflict Resolution](#) 4 credits
-
-
- [COMM 475 - Organizational Communication](#) 4 credits
- or
- [COMM 575 - Organizational Communication](#) 4 credits
-
-
- [PSY 438 - Group Dynamics](#) 4 credits
- or
- [PSY 538 - Group Dynamics](#) 4 credits
-
-
- [SOAN 444 - Organizational Sociology](#) 4 credits
- or
- [SOAN 544 - Organizational Sociology](#) 4 credits
-
-
- [ENG 329 - Grantwriting and Workplace Literacy](#) 4 credits
-
-

Internship

Students must complete 120 internship hours. Internship hours are addressed through a combination of coursework and documented service work in a nonprofit agency, and the School of Business internship program. Internships require the approval of the CNPM coordinator who can help students with internship planning, preparation, and placement.

Human Service Majors: Students completing the Human Service Program and pursuing the CNPM may substitute the Practicum (PSY 409B, 9 credits) required for HS majors for the BA 409 requirement. These students who are working on their PSY 409B must work directly with the PSY 409B instructor in fulfilling the practicum requirements, as well as coordinate with the CNPM coordinator to ensure that the CNPM program learning objectives are met by their practicum work.

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Master of Business Administration, MBA

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René Leo E. Ordoñez, PhD, MBA Coordinator
541-552-6720 ordonez@sou.edu
www.sou.edu/business/mba

What is an MBA?

A Master of Business Administration (MBA) is a widely recognized degree highly sought after by those looking to gain an edge in the business world. The MBA is open to individuals from a wide range of academic disciplines who have previously completed a bachelor's degree.

An MBA education provides students a broad knowledge base in all the major functions and practices of a business (accounting, marketing, finance, operations management, organizational behavior, economics, and information systems) and further develops managerial skill sets and core competencies necessary for business success. Against this backdrop, the critical topics of leadership, teamwork, ethics, and effective communication are embedded in the program to further broaden skills necessary to become more effective managers. Southern Oregon University is accredited by Northwest Commission on Colleges and Universities and the Accreditation Council for Business Schools and Programs (ACBSP.)

Program for Working Professionals and Full-time Students **One Program, Two Locations**

The MBA program at SOU is designed to meet the needs of busy working professionals as well as full-time graduate students. Students may enter the MBA program any term.

- Classes are offered on the Ashland campus evenings on weekdays and at the RCC/SOU Higher Education Center (HEC) in Medford on Saturdays.

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Commented [JM1]: Is this accurate anymore? Can we simplify and just say Ashland?

Commented [RO2]: If we are going to offer all MBA classes in Ashland from here and beyond, then we should remove the reference to the Medford campus., that is edit the first bullet to simply say: Classes are offered on the Ashland Campus on weekdays and Saturdays. We should also change the section title to "Program for Working Professionals and Full-time Students"

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- ~~The MBA degree can be completed in as little as one calendar year. Students who plan to complete the program must start in the fall term and must have completed all the prerequisites prior to the fall term start.~~
- ~~The MBA degree can be completed in as little as one calendar year. (Requires a Fall term start and completion of prerequisites prior to Fall start.)~~

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Commented [JM3]: Does the program require a fall term start or does the ability to complete in one year?

Commented [R04R3]: This note pertains to those who are planning to complete the program in one year. Because of the way some courses are sequenced (e.g. completion of prerequisites), a fall term start is necessary for the one year program.

We can rewrite this section as:

- The MBA degree can be completed in as little as one calendar year. Students who plan to complete the program must start in the fall term and must have completed all the prerequisites prior to the fall term start.

International Dual MBA Degree

Students in this program earn an MBA from SOU and a Master of International Management from HTW Saarlandes in Germany. The program of study can be completed in one year, with two quarters of study at SOU and one semester at HTW. All classes in Germany are taught in English.

Admission Criteria

In addition to possessing a bachelor's degree in any field from an accredited college or university, applicants will be required to meet the following criteria to be considered for admission:

1. Undergraduate GPA of 3.0 or above in the last 90 quarter hours (60 semester hours) toward a baccalaureate degree (or toward a graduate degree program), **or**
2. GMAT score of 500 or above taken within the last five years.

International applicants must also achieve TOEFL scores of at least 540 (paper) or 207 (computer) or 76 (Internet).

Application Procedures

~~Submit your application to the MBA program as soon as possible. Complete applications submitted on or before March 1 will be given priority for admission to a fall term start will be evaluated and processed after January 1 for the succeeding fall term start.~~ The MBA Selection Committee will continue to review complete applications and admit qualified students until the programs (full and part-time ~~Saturday~~) meet enrollment capacity. Enrollment capacity is typically met by late spring each year. Submit your application to the MBA program as early as possible. Each applicant is required to fulfill admission requirements for SOU and the MBA program.

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Admission to SOU

Submit to the **SOU Office of Admissions** (1250 Siskiyou Blvd., Ashland, OR 97520):

1. Completed SOU [Application for Graduate Study](#) with application fee.
2. Official transcripts from **ALL** universities or colleges attended for credit. Official transcripts must be sent directly to the SOU Office of Admissions.

Admission to the MBA Program

Submit to the **MBA Program Office** (School of Business, Southern Oregon University, 1250 Siskiyou Blvd., Ashland, OR 97520):

1. A completed Application for the Master in Business Administration*
2. Two evaluation forms*
3. Statement of purpose (maximum 400 words)
4. Professional resume
5. GMAT test scores (500 or above), taken no more than five years previously. (Note: GMAT scores are only required for those who do not meet the GPA admissions criteria.)
6. For international students, a TOEFL score of at least 540 (paper), 207 (computer), or 76 (Internet)

* Forms are available electronically at <http://www.sou.edu/business/mba/admission.html>

Evaluation Forms

Applicants should select two individuals to complete and submit evaluation forms on their behalf. The evaluators should be qualified to describe the applicant's ability to succeed in this program based on their observations of the applicant's previous professional or academic work. Candidates are advised to consider requesting evaluations from people who know them in a variety of roles. Evaluations must be ~~delivered-mailed~~ in a sealed envelope directly from the evaluator to the MBA office, or an electronic version of the evaluation may be emailed by the evaluator to MBA-grad-asst@sou.edu.

Statement of Purpose

Applicants are required to provide a maximum 400-word personal statement detailing their qualifications and motivation for participating in this degree program. This statement provides the selection committee with information on an applicant's writing skills and the fit between an individual's career goals and what this program can offer. ~~The applicant must write the statement of purpose himself/herself without any editing assistance from anyone. Violation of this rule will result in non-acceptance to the Program. The applicant must write the statement of purpose himself/herself without any editing assistance from anyone. Violation of this rule will result in non-acceptance to the Program.~~

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Professional Resume

Applicants must submit a professional resume to provide a detailed comprehensive view of their career history

International Applicants

International participants in the MBA program bring a welcome diversity in experience and perspective. International applicants must meet all University and program requirements for admission. In addition, it is expected that international candidates demonstrate a command of English ([see the stipulation on the Statement of Purpose above](#)) that exceeds the minimum standards set by the University, as the program's courses are too demanding to accommodate remedial work in English. A TOEFL score of at least 540 (paper), 207 (computer), or 76 (Internet) is required for graduate study at SOU. For more information, refer to www.sou.edu/admissions/international or contact the SOU Admissions Office (541-552-6411).

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Transfer Credits

A student may include up to ~~15~~ 16 quarter credits of approved graduate coursework taken prior to regular admission to the MBA program. See <https://inside.sou.edu/business/mba> ~~for details.~~

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Commented [RO6R5]: That is correct.

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Program Prerequisites

Although no particular major is required for admission, participants not having earned a business degree or completed the equivalent business courses may be required to demonstrate proficiencies in the areas of accounting, elementary statistics, economics, and/or computer applications. Participants may demonstrate their proficiencies in the above areas through testing or enrollment in the corresponding prerequisite course(s). All testing and required prerequisite courses must be completed as set forth in each student's admission agreement. Failure to complete the required prerequisite courses will result in termination of the program.

Graduation

All MBA coursework must be completed with a minimum GPA of 3.0 in order to qualify for graduation. The MBA program coordinator provides information regarding graduation processes and procedures.

Grading

All MBA courses must be taken for a letter grade (P/NP option will not be accepted). Credit toward the degree will not be assigned for any course with a final grade lower than a B~~C~~.

Academic Probation

MBA candidates must maintain a cumulative GPA of at least 3.0 throughout the program. If a candidate's cumulative GPA falls below 3.0, the candidate will be placed on academic probation and be notified by the program coordinator. Any candidate placed on academic probation must petition the division director for permission to continue in the program. If permission is granted, a cumulative GPA of 3.0 or above must be achieved by the candidate by the following term. Candidates not meeting this requirement will be terminated from the program. Candidates placed on academic probation a second time will automatically be terminated from the program.

Program Curriculum

The 45-credit MBA program curriculum consists of the following components:

- [MBA 509 - Ethics](#) 1 credit
- [MBA 512 - Marketing Management and Strategies](#) 3 credits
- [MBA 514 - Strategic Operations Management](#) 3 credits
- [MBA 515 - Information Systems](#) 3 credits
- [MBA 516 - Managerial Accounting for Decision Making](#) 3 credits
- [MBA 519 - Graduate Research Project](#) 3 credits
- [MBA 520 - Economic Analysis](#) 3 credits
- [MBA 521 - Legal Issues in Business and Management](#) 3 credits
- [MBA 575 - Advanced Organizational Behavior](#) 3 credits
- [MBA 585 - Financial Management Practices](#) 3 credits
- [MBA 590 - Capstone](#) 3 credits

Approved Graduate Electives (14 credits)

Electives are selected in consultation with and approved by the MBA program coordinator.

Generalist Option:

Students who do not choose to have a concentration area may choose any course from the list below, or any non-business 500-level course as approved by the MBA Coordinator.

Concentration Option:

MBA candidates can select a group of elective courses to comprise a concentration area. The program offers ~~six~~**five** concentration areas: Finance, **Information Analysis and Decision Making**, ~~Systems~~, Human Resources, Marketing, ~~and~~ Accounting, ~~and~~ Nonprofit Management. ~~;~~

The requirements for the concentration areas are listed below. **Except for the Human Resources and Non-profit Management concentrations**, where a student must complete at least 4 elective courses from the list, all other concentrations require at least 3 elective courses, in addition to the default core MBA course.

Students may elect to obtain ~~two or more~~**multiple** concentrations provided they meet the required credits as listed below. However, elective credits can only be applied to one concentration (i.e. no “double dipping” will be allowed).

Whether or not a student is pursuing a concentration option, the total number of elective credits completed must be at least 14.

Accounting:

- [MBA 516 - Managerial Accounting for Decision Making](#) 3 credits (Core)
-
- Select 3 courses from the list below:
- [BA 554 - Accounting Information Systems](#) 4 credits
- [BA 555 - Auditing I](#) 4 credits
- [BA 556 - Auditing II](#) 4 credits
- [BA 557 - Taxation of Corporations and Other Entities](#) 4 credits
- [BA 558 - Consolidation and Segment Reporting](#) 4 credits
- [BA 559 - Financial Analysis and Advanced Accounting](#) 4 credits
- [BA 560A - Nonprofit Accounting and Financial Management](#) 4 credits

Finance:

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- [MBA 585 - Financial Management Practices](#) 3 credits (Core)
-
- Select 3 courses from the list below:
- [BA 570 - Financial Markets and Institutions](#) 4 credits
- [BA 571 - Financial Management](#) 4 credits
- [BA 572 - Investments](#) 4 credits
- [BA 573 - International Financial Management](#) 4 credits

Information Analysis and Decision Making:

- [MBA 515 - Information Systems](#) 3 credits (Core)
-
- Select 3 courses from the list below:
- [BA 550 - Using GIS in Business](#) 4 credits
- [BA 551 - Cost and Management Accounting](#) 4 credits
- [BA 554 - Accounting Information Systems](#) 4 credits
- [BA 584 - Business Information Systems: Analysis and Design](#) 4 credits
- [BA 588 - Fundamentals of Project Management](#) 4 credits
- [BA 596 - Building Decision Making in Business Analysis Models using Excel](#) 4 credits
- [BA 597 - Advanced MIS: Business Analytics](#) 4 credits
- ~~[BA 5xx - Building Decision-making and Business Analysis Models using Excel](#)~~

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Commented [R08]: Need to submit new course proposal for 2017-2018.

Marketing:

- [MBA 512 - Marketing Management and Strategies](#) 3 credits (Core)
-
- Select 3 courses from the list below:
- ~~[BA 531 - Consumer Behavior](#) 4 credits~~
- ~~[BA 532 - Promotion Policy](#) 4 credits~~
- [BA 534 - Sales Management](#) 4 credits
- [BA 535 - Direct Marketing](#) 4 credits
- [BA 536 - Internet Marketing and E-Commerce](#) 4 credits
- [BA 541 - Marketing Channels Management and Pricing Strategy](#) 4 credits
- [BA 544 - Product Policy](#) 4 credits
- [BA 545 - Business Marketing](#) 4 credits
- [BA 546 - Retail Management](#) 4 credits
- [BA 547 - International Marketing](#) 4 credits

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Human Resources:

- Select 4 courses from the list below:
- [BA 577 - International Business](#) 4 credits
- [BA 578 - Corporate Law](#) 4 credits
- [BA 581 - Principles of Human Resource Management](#) 4 credits
- [BA 585 - Compensation Management](#) 4 credits
- [BA 586 - Strategic Staffing](#) 4 credits
- [BA 587 - Property and Casualty Risk Management](#) 4 credits
- [BA 592 - Working with Emotional Intelligence](#) 4 credits

Nonprofit Management:

- Select 4 courses from the list below:
- [BA 530A Nonprofit Grant Writing](#) 4 credits
- [BA 530B Volunteer Recruitment and Management](#) 4 credits
- [BA 568 Building a Nonprofit Brand](#) 4 credits
- [BA 580 Introduction to Nonprofit Organizations](#) 4 credits
- [BA 507 Nonprofit Fund Development](#) 4 credits
- [BA 507 Program Development and Evaluation](#) 4 credits

Note: An elective class in another discipline may be accepted upon approval of the graduate coordinator and the host department.

MBA for the Arts Concentration

The MBA for the Arts concentration is for high-potential arts and cultural managers seeking training in business, strategic and innovative thinking, and a broad knowledge of nonprofit management. The degree and concentration are designed to prepare artists to manage and lead on a local, regional or national scale; combine business strategy with community insights in innovative and resourceful ways; and connect artists, the arts, and audiences in ways that transform their communities.

This program can be completed in five years along with [a bachelor's degree](#). [Applicants to the MBA for the Arts must have a bachelor's degree in the arts \(Art, EMDA, Creative Writing, Music, and Theatre\) or other arts-related course of study given the fact that a business minor is pursued at the undergraduate level.](#) Otherwise, the program is a two-year graduate level program if no or very few undergraduate business courses have been accepted as prerequisites for the program. Acceptance into the program is based upon declaration and acceptance into the SOU graduate program.

Students pursuing this concentration option must meet the following prerequisites prior to admission into the program:

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- [BA 131 - Business Computer Applications](#) 4 credits
- [BA 211 - Financial Accounting](#) 4 credits
- [BA 213 - Managerial Accounting](#) 4 credits
- [BA 480 - Nonprofit Theory and Leadership](#) 4 credits
-
- [EC 201 - Principles of Microeconomics](#) 4 credits
- or
- [EC 202 - Principles of Macroeconomics](#) 4 credits
-
- [MTH 243 - Introduction to Statistical Methods](#) 4 credits
-
- In addition to the regular core MBA 31 credits, students under this concentration must complete the following courses (14 credits):
- [BA 510 - Event, Meeting and Convention Management](#) 4 credits
- [BA 530B - Nonprofit Volunteerism, Board Development, and Community Mobilization](#) 4 credits
- [BA 568 - Principles of Fundraising, Public Relations, and Marketing](#) 2 credits
- [OCA 507 - Arts Administration and Development](#) 2 credits
- [BA 509 - Internship](#) 1 to 6 credits

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Commented [R010]: The total credits of the required non-MBA course is 12. Therefore, by default, the number of credits here should simply say "2 credits" Suggest we include a statement that the Internship must be within the arts management area and pre-approved by OCA. What do you and David think?

SOU New Program Proposal

NOTE: This form should be used for new minors, or new concentrations to existing degrees. For new certificates and new majors, complete the OUS new program proposal form as well as this form. The OUS new program forms can be found online at <http://www.ous.edu/about-ous/provosts-council/academic-program-policies-procedures>.

New Program name:

MBA – Concentration Non-Profit Management

CIP Code: (Classification of Instructional Program):

Impact statement:

Background:

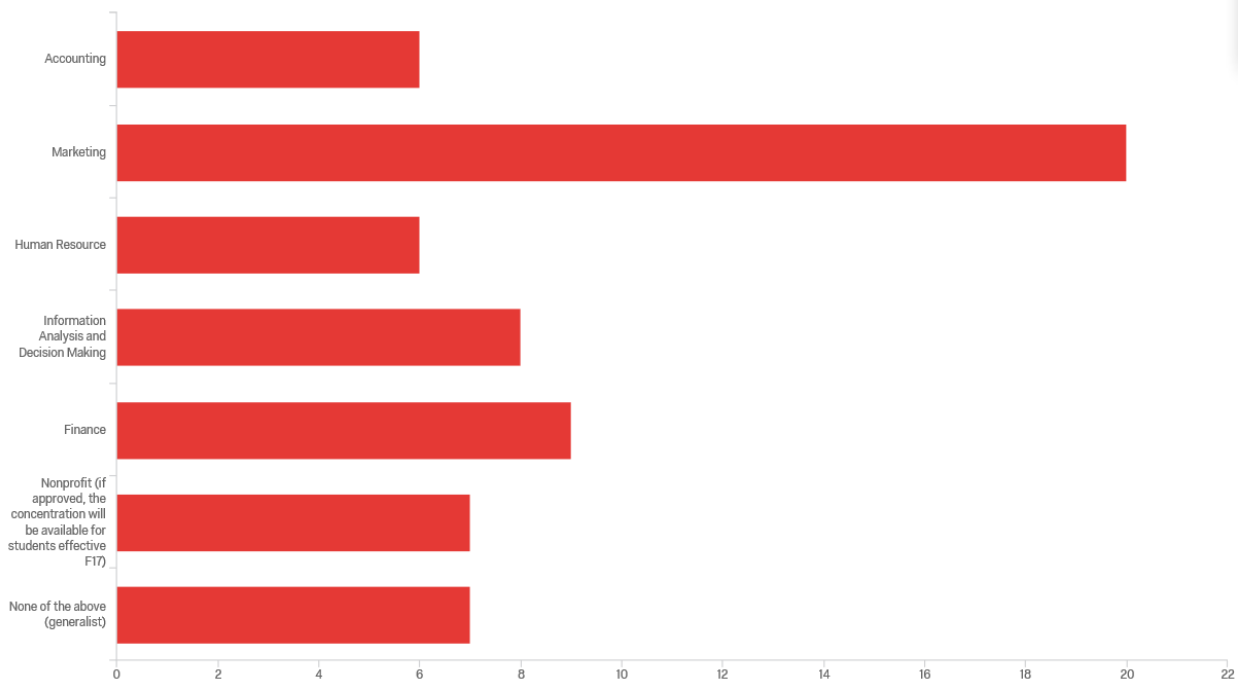
The current MBA degree requires 45 quarter credits to complete. Thirty one (31) of these credits are core MBA credits, while 14 are elective credits. Students in the program structure are allowed to take any 500-level business and non-business courses in order to meet the minimum 14 elective credits. Effective Fall 2016, MBA students in the program will be allowed to select declare a concentration area as part of their MBA program. Currently, the program offers six concentration areas. The existing areas are Finance, Information Analysis and Decision-Making, Marketing, Accounting, Human Resources, MBA for the Arts.

The Proposal:

We are proposing to add the Nonprofit Management to the MBA Program's current lineup of concentration areas. This area of concentration is already available to our undergraduate students.

Rationale:

The most significant benefit of proposed addition of Nonprofit Management to the current concentration areas within the MBA program is that it will provide an option for MBA students to focus and specialize in an area that is non-profit oriented. This option will provide a competitive advantage for graduates of our MBA program who will be seeking employment in the government and non-profit sectors. Further, this concentration provides an alternative to prospective students who were displaced from the recently suspended Master in Management program. In a recent survey of 45 current MBA majors, 7 plan to pursue NPM concentration, should it be approved. See report below (Survey conducted Fall 2016).



Cost to the Department:

There is practically no extra cost to the department and the division. Since the courses included in each of the concentration areas are already existing and are/will be offered in the business programs, no new courses specific to the MBA program will be created will be added to the courses already scheduled in the business program. Similarly, there will be no impact on the support services (e.g. IT and library) already being provided to the program.

The requirements for the Nonprofit concentration area are listed below.

Nonprofit Management:

- Select 4 courses from the list below:
- BA 530A Nonprofit Grant Writing 4 credits
- BA 530B Volunteer Recruitment and Management 4 credits
- BA 568 Building a Nonprofit Brand 4 credits
- BA 580 Introduction to Nonprofit Organizations 4 credits
- BA 507 Nonprofit Fund Development 4 credits (proposed new split level class already scheduled for W17 offering as a BA 407 class)
- BA 507 Program Development and Evaluation 4 credits (proposed new split level class already scheduled for W17 offering as a BA 407 class)

1. What is the expected effect of this program on existing courses (both within your academic program or elsewhere in the SOU curriculum)?

Increase demand (2 to 3 seats per class) for NPM split level courses, most of which currently have excess capacity. Inclusion of graduate level students to the 400-level courses can only improve the quality of these classes.

2. Will any prerequisites or other course requirements affect other academic programs?

No.

3. Program Resource evaluation:

- a. Faculty: Cite faculty availability or needs and impact on other teaching obligations. If additional faculty teaching hours are needed, how will that need be met?

Will utilize the existing faculty

- b. Facilities: Cite any additional need for classrooms, equipment or laboratory space and how that need will be met.

We expect no impact on existing need and use of campus resources

- c. Library: Are Hannon Library resources sufficient to meet the needs of this program? (Check with the library staff and *attach a copy of their report.*)

No impact on current need and use of library resources.

- d. Other: Are any other resources needed to support this program? If so, please document them and explain how they will be obtained.

None

4. Catalog copy for the new program, including requirements and electives.

See attachment

5. Please provide written verification of contact with the chair/director of any other programs affected by the new program.

Not applicable

New Course Proposal

Submit completed form electronically

1. Course prefix and course number: **BA 414-514**
2. Course title: **Nonprofit Fund Development**
3. Abbreviated title for class schedule (30 characters or less): **NP Fund Dev.**
4. Credit hours: **4**
(note: if credits are variable, list range of credits (e.g. 1-8 credits))
5. Catalog description: **This course provides an overview of raising money for a nonprofit. Fund development is a critical tool for the long-term success of a nonprofit. This class will include an overview of these essential elements: creating a fundraising plan; the role of staff, board and volunteers in fundraising, measuring program impact; donor research; grassroots fundraising; fundraising events; online fundraising; using social media; and the role of grants.**
6. Prerequisites (to add each additional prerequisite, start a new line):
(See attached Note for samples)

A. (course prefix, (space) and number)	or	or	or	or
B. (course prefix, (space) and number)	or	or	or	or
C. (course prefix, (space) and number)	or	or	or	or
7. Co-requisites (including labs, if any):

A. (course prefix, (space) and number)	or	or	or	or
--	----	----	----	----
8. Major/Class restrictions: Please indicate any class or major restrictions:
Prerequisite(s): **Junior standing or above.**
9. Is course repeatable? Yes **No X** If Yes, list maximum credits:
10. Labs requirements: If course includes a lab: # of hours lecture: ; # of hours lab:
11. Fees: List any course fees:
12. Grade Mode: **Graded only: X** Pass/No Pass only: Option:
13. CIP Code: Six-digit CIP code (check with your Division Director): **52.0206**

14. Special qualifications; Is course proposed for (yes/no): NO

A. University Studies? If yes, list Strand(s)

B. Honors?

15. Cross-listing: List any cross-listing: and and and and

16. Strategic justification for proposed course:

A. **Rationale:** What is the overall strategic rationale for offering this course?

Fund development is a crucial strategy for nonprofits to broaden their financial security beyond grants.

B. **Alignment:**

1. How does this course align with the unit's mission plan?

Students will learn to develop financial resources for nonprofit programs.

2. How does the course fit into the rest of the unit's curriculum?

The Certificate of Nonprofit Management is lacking detailed fund development curriculum aside from grant writing.

C. **Enrollment:** What is the new course's estimated enrollment each time it is offered over a three-year period? Year 1 - 15; Year 2- 20; Year 3- 25

D. **Resource evaluation:** What resources – faculty, equipment, lab space, etc. -- will be needed to offer this course and how will those resources be obtained?

1. *Faculty:*

a. Who will teach the course? School of Business Adjunct Faculty – Nancy Shea (current adjunct)

b. Evaluate unit's faculty availability and/or needs and the impact on other teaching obligations. None

c. If additional faculty members are needed, how will that need be met? None

2. *Facilities:* Cite any additional need for classrooms, equipment or lab space; explain how that need(s) will be met. None

3. *Other:*

a. Are Hannon Library resources sufficient to meet the needs of this course? Yes

b. Are any other resources needed to support this course? No
If so, please explain how they will be obtained.

E. **External impact:**

1. What is the expected effect of this course on existing programs elsewhere in the university? None

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

2. Will any of your prerequisites affect other academic programs? None

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

17. Syllabus (condensed) – IN PROGRESS

*(Attach an accompanying, condensed syllabus, which should include the following items. Schedules and similar details are **not** required.)*

- A. Course description (same as Catalog description, above)
- B. Learning objectives of the course
- C. **Upon successful completion of the course, students will be able to demonstrate an understanding of:**
 - how fund development operates in individual nonprofit organizations and the nonprofit sector as a whole.
 - distinguish the unique funding strategies of the nonprofit sector.
 - nonprofit tax and legal structure and its application to nonprofit fund development.
 - the dynamics of preparation; tracking progress; reaching out to individual donors; using online tools; finding funding through foundations; and understanding the social enterprise.
 - the importance and role that mission, strategic planning and leadership play in nonprofit fund development.
- D. Required texts
TBD – 2 in review
- E. Course format
Hybrid
- F. Other – any other relevant materials needed to explain the goals and teaching methods of this course. None.

Approvals:

Signature of Division Director

Date

Southern Oregon University

Graduate Council

Departmental Request to Offer Split-Level (400/500) Coursework

Submit with proposed syllabus clearly delineating graduate/undergraduate expectations

Department Business Chair Joan McBee

Course # BA 414/514 Course Title Nonprofit Fund Development 4 credits

1. Describe the expectations for learning outcomes in the graduate-level component of this course as they relate to analysis, critical thinking, synthesis and/or evaluation.

A. Upon successful completion of the course, students will be able to demonstrate an understanding of:

- how fund development operates in individual nonprofit organizations and the nonprofit sector as a whole.
- distinguish the unique funding strategies of the nonprofit sector.
- nonprofit tax and legal structure and its application to nonprofit fund development.
- the dynamics of preparation; tracking progress; reaching out to individual donors; using online tools; finding funding through foundations; and understanding the social enterprise.
- the importance and role that mission, strategic planning and leadership play in nonprofit fund development.

2. Indicate ☒ and describe the activities/requirements that will be expected of graduate students in this class that are beyond or in place of activities/requirements of undergraduate students. Explain how each activity will provide opportunities to assess student development in the outcomes detailed above.

☐ Additional class or seminar session(s) required. Describe:

☐ Additional readings required. Describe:

☐ Additional written assignments required. Describe:

☒ Other activities/requirements. Describe:

All graduate students will be required to produce deeper analysis of course content through formal research on class required assignments. Students will also develop a formative or summative program fundraising strategy or event for either a hypothetical or actual nonprofit program.

New Course Proposal

Submit completed form electronically

1. Course prefix and course number: **BA 462/562**
2. Course title: **Nonprofit Program Evaluation**
3. Abbreviated title for class schedule (30 characters or less): **NP Prog. Eval.**
4. Credit hours: **4**
(note: if credits are variable, list range of credits (e.g. 1-8 credits))
5. Catalog description:

Working with a nonprofit organization, students will develop skills in formative and summative program evaluation. Components will include articulating background, rationale and purpose of the evaluation; developing key questions for program effectiveness; learning and applying a framework for research methods; analyzing data; and reporting the findings of the analysis.

6. Prerequisites (to add each additional prerequisite, start a new line):
(See attached Note for samples)

A. (course prefix, (space) and number) or or or or

B. (course prefix, (space) and number) or or or or

C. (course prefix, (space) and number) or or or or

7. Co-requisites (including labs, if any):

A. (course prefix, (space) and number) or or or or

8. Major/Class restrictions: Please indicate any class or major restrictions:
Prerequisite(s): Junior standing or above.

9. Is course repeatable? Yes **No X** If Yes, list maximum credits:

10. Labs requirements: If course includes a lab: # of hours lecture: ; # of hours lab:

11. Fees: List any course fees:

12. Grade Mode: **Graded only: X** Pass/No Pass only: Option:

13. CIP Code: Six-digit CIP code (check with your Division Director): **52.0206**

14. Special qualifications; Is course proposed for (yes/no):

A. University Studies? If yes, list Strand(s)

B. Honors?

15. Cross-listing: List any cross-listing: and and and and

16. Strategic justification for proposed course:

A. **Rationale:** What is the overall strategic rationale for offering this course?

To broaden the management curriculum in the Certificate of Nonprofit Management to reflect the current demands of operating a nonprofit organization.

B. **Alignment:**

1. How does this course align with the unit's mission plan?

Students will learn to evaluate nonprofit programs to manage resources and personnel.

2. How does the course fit into the rest of the unit's curriculum?

The Certificate of Nonprofit Management is lacking detailed curriculum on program evaluation. Data is vital to management decisions.

C. **Enrollment:** What is the new course's estimated enrollment each time it is offered over a three-year period? Year 1 - 15; Year 2- 20; Year 3- 25

D. **Resource evaluation:** What resources – faculty, equipment, lab space, etc. -- will be needed to offer this course and how will those resources be obtained?

1. *Faculty:*

a. Who will teach the course? School of Business Adjunct Faculty – Aurora King (new adjunct)

b. Evaluate unit's faculty availability and/or needs and the impact on other teaching obligations. None

c. If additional faculty members are needed, how will that need be met? None

2. *Facilities:* Cite any additional need for classrooms, equipment or lab space; explain how that need(s) will be met. None

3. *Other:*

a. Are Hannon Library resources sufficient to meet the needs of this course? Yes

b. Are any other resources needed to support this course? No
If so, please explain how they will be obtained.

E. **External impact:**

1. What is the expected effect of this course on existing programs elsewhere in the university? None

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

2. Will any of your prerequisites affect other academic programs? None

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

17. Syllabus (condensed)

*(Attach an accompanying, condensed syllabus, which should include the following items. Schedules and similar details are **not** required.)*

- A. Course description (same as Catalog description, above)
- B. Learning objectives of the course

Students will demonstrate an understanding of how to:

- Use evaluation to analyze a program, product, process, or course in the context of a non-profit organization or institution
- Argue the rationale that supports an evaluation
- Investigate who the stakeholders are within the context of an evaluation and justify their interest
- Develop key questions in response to an organization or institution's purpose for an evaluation
- Determine a methodological approach to achieve the purpose of an evaluation
- Identify and apply a method for gathering data
- Demonstrate an understanding of how to analyze a set of data
- Report the findings of an evaluation and communicate the results

- C. Required texts

TBD – 2 under review

- D. Course format

Hybrid class

- E. Other – any other relevant materials needed to explain the goals and teaching methods of this course. None

Approvals:

Signature of Division Director

Date

Southern Oregon University Graduate Council

Departmental Request to Offer Split-Level (400/500) Coursework

Submit with proposed syllabus clearly delineating graduate/undergraduate expectations

Department Business Chair Joan McBee

Course # BA 462/562 Course Title **Program Development and Evaluation**

1. Describe the expectations for learning outcomes in the graduate-level component of this course as they relate to analysis, critical thinking, synthesis and/or evaluation.

Students will demonstrate an understanding of how to:

- Use evaluation to analyze a program, product, process, or course in the context of a non-profit organization or institution
- Argue the rationale that supports an evaluation
- Investigate who the stakeholders are within the context of an evaluation and justify their interest
- Develop key questions in response to an organization or institution's purpose for an evaluation
- Determine a methodological approach to achieve the purpose of an evaluation
- Identify and apply a method for gathering data
- Demonstrate an understanding of how to analyze a set of data
- Report the findings of an evaluation and communicate the results

2. Indicate ☒ and describe the activities/requirements that will be expected of graduate students in this class that are beyond or in place of activities/requirements of undergraduate students. Explain how each activity will provide opportunities to assess student development in the outcomes detailed above.

☐ Additional class or seminar session(s) required. Describe:

☐ Additional readings required. Describe:

☐ Additional written assignments required. Describe:

☒ Other activities/requirements. Describe:

All graduate students will be required to produce deeper analysis of course content through formal research on class required assignments. Students will also develop a formative or summative program evaluation tool for either a hypothetical or actual nonprofit program.

New Course Proposal

Submit completed form electronically

1. Course prefix and course number: BA 496/596

2. Course title:

Building Decision-making and Business Analysis Models using Excel

3. Abbreviated title for class schedule (30 characters or less):

Building Decision Models in Excel

4. Credit hours: 4

Catalog description:

Develops advanced Excel skills in designing and developing decision models in business analysis. Students apply advanced Excel functions and procedures in developing interactive business decision making models and tools for use in the areas of finance, accounting, operations management and management science.

This course is suitable for students who have successfully completed most of the core courses in finance, operations management, and accounting in their respective programs. Students must be functionally skilled using more advanced Excel functions. Students who simply have basic working knowledge of Excel will need to do some pre-term Excel preparation. Pre-term course modules and how-to videos will be provided via Moodle course for students who need to brush up on the basics of Excel.

5. Prerequisites (*to add each additional prerequisite, start a new line*):
(See attached Note for samples)

A. (course prefix, (space) and number) **BA131 or BA285**

6. Co-requisites (including labs, if any):

A. (course prefix, (space) and number) **None**

7. Major/Class restrictions: Please indicate any class or major restrictions:

Students must be admitted to the School of Business or be in a graduate business program.

8. Is course repeatable? **No**

9. Labs requirements: **None**

10. Fees: List any course fees: **None**

11. Grade Mode: **Graded only**

12. CIP Code: Six-digit CIP code: **52.1301**

13. Special qualifications; Is course proposed for (yes/no):

A. University Studies? **No**

B. Honors? **No**

15. Cross-listing: List any cross-listing: **None**

16. Strategic justification for proposed course:

Rationale:

What is the overall strategic rationale for offering this course?

Starting Fall 2016, the MBA program will be allowing students to have a concentration in one of five areas namely: Information Analysis and Decision-making, Marketing, Human Resource, Finance, and Accounting.

The proposed new course will be an integral elective course in the Information Analysis and Decision-making concentration. Additionally, MBA students who opt not to have a concentration area may use the course as part of their electives portfolio.

Since the course will be offered as a 400/500 split level class, undergraduate business majors (about 300 at any given academic period) may also use the course as an elective.

In a survey of Rogue Valley employers conducted by the School of Business in 2015, the ability to use Excel as part of day-to-day work activity was rated as among the critical skills, in addition to oral, written, and critical thinking, business students must have coming out of a program and joining the work force. This course will offer students, undergraduate or graduate, an opportunity to enhance their marketability, as well as improve their standing in the workplace by having a unique technology-based skill.

A. Alignment:

1. How does this course align with the unit's mission plan?

Part of the mission of the Business Program states, "The mission of SOU's School of Business is to prepare students for challenging, socially responsible careers in a dynamic, globally competitive business environment."

The workplace is becoming more and more reliant on the use of technology in its day-to-day operations. Consequently, employers are seeking workers who not only possess oral, analytical and communication skills, but also technology-based and applications-oriented skills. Advanced skill in spreadsheets application is one of them. This course will equip our graduates with this set of technology skills and tools they can utilize in the workplace, making them more competitive in the job market, as well as be more efficient and productive as employees and/or decision-makers.

2. How does the course fit into the rest of the unit's curriculum?

This course is already being offered (407/507) as an elective in the undergraduate business program. As a split level course, it also and meets the needs of the graduate program serving as an elective option.

- B. Enrollment:** What is the new course's estimated enrollment each time it is offered over a three-year period?

Year 1 - 20

Year 2 - 20

Year 3 - 20

- C. Resource evaluation:** What resources – faculty, equipment, lab space, etc. -- will be needed to offer this course and how will those resources be obtained?

1. *Faculty:*

- a. Who will teach the course?

Rene Leo E. Ordonez, PhD

- b. Evaluate unit's faculty availability and/or needs and the impact on other teaching obligations.

The impact on teaching obligations is minimal. A similar experimental course was taught twice by Dr. Ordonez in the past two years. The latest section was in Winter 2016. The said course was part of his regular teaching load. Since this elective course is planned to be offered once a year, we are not expecting it to have any significant impact on Dr. Ordonez's teaching load.

- c. If additional faculty members are needed, how will that need be met?

No additional faculty member is needed. This course is expected to be a once-a-year course as part of Dr. Ordonez's regular teaching load.

2. *Facilities:* Cite any additional need for classrooms, equipment or lab space; explain how that need(s) will be met.

None at this point, the course is proposed to be offered in the Ashland Campus on Thursday evenings.

3. *Other:*

- a. Are Hannon Library resources sufficient to meet the needs of this course?

Yes

- b. Are any other resources needed to support this course?

Yes. Business Computer Lab (CE 104) and Zoom

If so, please explain how they will be obtained.

These resources are already available. The class will not be competing against other BA classes needing to use the Business Lab since we plan to schedule the class during late afternoons or Saturdays to make it accessible to MBA students.

E. External impact:

1. What is the expected effect of this course on existing programs elsewhere in the university?

We do not expect this course will negatively impact or compete against existing courses offered in the various programs in the university. At the very least, this course will provide an option to non-business students who want to hone their skills in the use of Excel and fully utilize the power of Excel in developing models applicable in their respective fields.

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

Not applicable

2. Will any of your prerequisites affect other academic programs? **No**

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

17. Syllabus (condensed)

*(Attach an accompanying, condensed syllabus, which should include the following items. Schedules and similar details are **not** required.)*

- A. Course description (same as Catalog description, above)

Applies advanced Excel skills in designing and developing decision models in business analysis. Students apply advanced Excel functions and procedures in developing interactive business decision making models and tools for use in the areas of finance, accounting, operations management and management science.

Students MUST have successfully completed core courses in finance, operations management, and accounting in their respective programs. Students MUST be functionally skilled using more advanced Excel functions

B. Learning objectives of the course

Upon successful completion of the course, students will be able to:

- a. Convert quantitative business equations and mathematical models into Excel formulas and functions into an interactive worksheet and workbook.**
- b. Design and develop interactive graphs and charts.**
- c. Apply special Excel functions and functionality in designing and developing decision-making models used in various functional areas of business.**
- d. Utilize the interactive graphs and charts embedded within the dynamic models for developing Excel-based “what-if” decision-making scenarios.**

C. Required texts

Excel Models for Business and Operations Management. John F. Barlow, Wiley, ISBN 0-470-01509-8

D. Course format

Face-to-face, once a week lecture with applied outcomes (hands-on class activity). While the class will be offered in a F2F format, distance learning and online students will be accommodated in the class. In Winter 2016, two online students (one in Coos Bay and one in Bend) attended the class synchronously and virtually via Zoon.

E. Other – any other relevant materials needed to explain the goals and teaching methods of this course.

Graduate Students:

All graduate students will be required to develop a mini-project applying Excel to a business model. The model will be chosen and assigned by the instructor. At the end of the course, the graduate student will present the model and its application to the class.

Approvals:

Signature of Division Director

Date

Southern Oregon University

Graduate Council

Departmental Request to Offer Split-Level (400/500) Coursework

Submit with proposed syllabus clearly delineating graduate/undergraduate expectations

Department Business Chair Joan McBee

Course # BA 496/596 Course Title Building Decision Models in Excel

1. Describe the expectations for learning outcomes in the graduate-level component of this course as they relate to analysis, critical thinking, synthesis and/or evaluation.

Upon successful completion of the course, students will be able to:

- a. Convert quantitative business equations and mathematical models into Excel formulas and functions into an interactive worksheet and workbook.**
- b. Design and develop interactive graphs and charts.**
- c. Apply special Excel functions and functionality in designing and developing decision-making models used in various functional areas of business.**
- d. Utilize the interactive graphs and charts embedded within the dynamic models for developing Excel-based “what-if” decision-making scenarios.**
- e. Develop a mini-project applying Excel model-building to a business model.**

2. Indicate ☒ and describe the activities/requirements that will be expected of graduate students in this class that are beyond or in place of activities/requirements of undergraduate students. Explain how each activity will provide opportunities to assess student development in the outcomes detailed above.

☐ Additional class or seminar session(s) required. Describe:

☐ Additional readings required. Describe:

☐ Additional written assignments required. Describe:

☒ Other activities/requirements. Describe:

All graduate students will be required to develop a mini-project applying Excel to a business model. The model will be chosen and assigned by the instructor. At the end of the course, the graduate student will present the model and its application to the class.