




Gatton
COLLEGE OF BUSINESS & ECONOMICS
UNIVERSITY OF KENTUCKY

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MEMORANDUM

TO: Jeannine Blackwell, Dean, Graduate School
FROM: Paul Jarley, Senior Associate Dean, Gatton College of Business & Economics 
Date: February 15, 2007
Subject: Changes in our Evening MBA Program

The Gatton College of Business & Economics recently approved the attached changes to our Evening MBA Program. These changes require the approval of three new courses in addition to a Request for Change in Masters Degree Program. Please see the attached memo from the MBA Policy Committee for an explanation of the proposed changes.

If you need any additional information, please contact me at 7-7692 or pjarl2@uky.edu

**UNIVERSITY OF KENTUCKY
REQUEST FOR CHANGE IN MASTERS DEGREE PROGRAM**

Program: Masters of Business Administration- Evening Program

Department/Division: College of Business & Economics

College: College of Business & Economics Bulletin pp _____

Degree Title (Old): _____ Major (New): _____

CIP Code: _____ HEGIS Code: _____

Accrediting Agency (if applicable): AACSB

I. CHANGE(S) IN PROGRAM REQUIREMENTS

	<u>Current</u>	<u>Proposed</u>
1. Number of transfer credits allowed (Graduate School limit: 9 hours or 25% of coursework)		
2. Residence requirement (if applicable)		
3. Language(s) and/or skill(s) required		
4. Termination criteria		
5. Plan A requirements*		
6. Plan B requirements*		
7. Distribution of course levels required (At least one half must be at 600+ level & two thirds must be in organized courses)		
8. Required courses (if applicable)	See attached	See attached
9. Required distribution of courses within program (if applicable)		
10. Final examination requirements		

* If there is only one plan for the degree, plans involving a thesis (or the equivalent in studio work, etc.) should be discussed under Plan A and those not involving a thesis should be discussed under Plan B.

NOTE: To the extent that proposed changes in 5, 6 or 8 above involve the addition of courses in other programs, please submit correspondence from the other program(s) pertaining to the availability of such courses to your students.



UNIVERSITY OF KENTUCKY



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From: The MBA Policy Committee
To: The Gatton College Faculty
RE: Proposed Changes to the Evening MBA Program
Date: February 15, 2007

As part of our continuous improvement efforts, the MBA Policy Committee has been reviewing curriculum in both our daytime and evening programs. As a result of this review, we propose some modest changes to the Evening MBA program that are designed to transfer some of the innovative material in our daytime program to the evening offerings, provide students with a more market-relevant curriculum, and facilitate the implementation of course-embedded metrics that will be necessary to meet the new AACSB assurance of learning requirements.

Table 1 details the elements of our current evening program and the proposed changes. With revisions to the program approved in 2004, the evening MBA requires students to complete thirty-six credit hours by taking ten required courses and two "electives". Since that time, we have scheduled one or two electives each semester and also allowed students to take courses from other departments approved by the DGS.

Table 1: Comparison of Current and Proposed Evening MBA Program					
Current Program			Proposed Program		
Prefix	Title	Required	Prefix	Title	Required
ACC 628	Financial Accounting for MBAs	Yes	ACC 628	Financial Accounting for MBAs	Yes
ECO 610	Managerial Economics	Yes	ECO 610	Managerial Economics	Yes
DIS 620	MIS in Decision-Making	Yes	DIS 620	MIS in Decision-Making	Yes
DIS 651	Quantitative Methods in Business Decision Making	Yes	DIS 651	Quantitative Methods in Business Decision Making	Yes
FIN 600	Corporate Finance	Yes	FIN 600	Corporate Finance	Yes
MGT 611	Organizational Behavior	Yes	MGT 611	Organizational Behavior	Yes
MGT 610	Global Management	Yes	MGT 610	Global Management	Yes
MGT 699	Strategic Management	Yes	MGT 699	Strategic Management	Yes
MKT 600	Marketing Mangement	Yes	MKT 600	Marketing Mangement	Yes
DIS 600	Production & Operations Management	Yes	DIS 612	Supply Chain Management	Yes
	Elective		MKT 611	New Product Development	Yes
	Elective		MGT 612	Structured Problem Solving in Business	Yes

The proposed program remains at thirty-six credit hours, but is composed of twelve required courses. One current course is dropped, while three new courses are added to the curriculum. One page syllabi for each of these courses are attached in an appendix that accompanies this memo:

- DIS 600: Production and Operations Management is dropped in favor of a more global treatment of supply chain management issues. This new course, DIS 612 will focus on the same key manufacturing, coordination, logistic and relationship issues as those covered in the daytime program. We believe the broader set of issues covered in this course will appeal to students with a wide set of interests and reduce redundancy for students with an engineering background, a significant portion of our evening MBA student population.
- MKT 611: New Product Development takes those elements of the daytime curriculum specifically devoted to new product or service development: ideation, screening, demand forecasting, prototyping, new product launch, portfolio management and new product acceptance and delivers them in a traditional fifteen week format. This material helps to form the core of the Product Development Management Association certification test; like the daytime students, evening students would be given the opportunity to sit for this exam.
- MGT 612: Structured Problem Solving in Business is an effort to take those elements of the daytime program devoted to business process analysis (e.g. Six Sigma) and project management and form an analytic course that would give students good applied project research skills. The use of professional certifications in our daytime program, especially Six-Sigma, has facilitated student placement. Some evening students have requested that similar materials and opportunities to sit for professional certifications be offered to them. We have chosen a broad title for this course so that the techniques used in these classes can evolve with industry practice. We also decided to give this course an MGT prefix to help differentiate it in students' minds from DIS 651. Also, faculty across the college may have the expertise and desire to teach this course.

We wish to stress that these changes do not require that any additional resources be committed to the evening MBA program. The teaching expertise for these courses already exists within the School of Management. The elimination of electives will also help us better manage student perceptions about the nature of the program and the degree to which they are able to specialize in a subfield of business. It will also help us implement the AACSB assurance of learning requirements since all courses will be included in the metrics we are developing to assess student outcomes.