



# UNIVERSITY OF WASHINGTON

OFFICE OF THE PRESIDENT

*Mark A. Emmert, President*

April 15, 2008

Vice Chancellor Beth Rushing  
University of Washington, Tacoma  
Box 358430

Dear Beth:

Based upon the recommendations of the Faculty Council on Academic Policy, the Faculty Council on Tri-Campus Policy has recommended approval of a minor in Business Administration. A copy of the proposal is attached.

I am writing to inform you that the Milgard School of Business is authorized to offer this minor beginning autumn quarter 2008 and thereafter.

The new requirements should be incorporated in printed statements and in individual department websites as soon as possible. The *General Catalog* website will be updated accordingly by the Registrar's Office.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Mark".

Mark A. Emmert  
President

Enclosure

cc: Julia Smith (with enclosure)  
Mr. Robert Corbett (with enclosure)  
Dr. Deborah H. Wiegand (with enclosure)  
Todd Mildon, J.D. (with enclosure TBUS-20071003)



UNIVERSITY OF WASHINGTON  
**CREATING AND CHANGING UNDERGRADUATE  
 ACADEMIC PROGRAMS**

OFFICE USE ONLY
Control # <b>TB45-20071003</b>

After college/school review, send a signed original and 8 copies to FCAS, Box 355850.

For information about when and how to use this form: <http://depts.washington.edu/uwcr/1503instructions.pdf>

College University of Washington Tacoma	Department or Unit Milgard School of Business	Date 10/3/07
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**New Programs**

Leading to a Bachelor of \_\_\_\_\_ in \_\_\_\_\_ degree.

Leading to a Bachelor of \_\_\_\_\_ degree with a major in \_\_\_\_\_.

Leading to a \_\_\_\_\_ Option within the existing major in \_\_\_\_\_.

Leading to a minor in Business Administration

**Changes to Existing Programs**

New Admission Requirements for the Major in \_\_\_\_\_ within the Bachelor of \_\_\_\_\_.

Revised Admission Requirements for the Major in \_\_\_\_\_ within the Bachelor of \_\_\_\_\_.

Revised Program Requirements for the Major in \_\_\_\_\_ within the Bachelor of \_\_\_\_\_.

Revised Requirements for the Option in \_\_\_\_\_ within the major in \_\_\_\_\_.

Revised Requirements for the Minor in \_\_\_\_\_.

**Other Changes**

Change name of program from \_\_\_\_\_ to \_\_\_\_\_.

New or Revised Continuation Policy for \_\_\_\_\_.

Eliminate program in \_\_\_\_\_.

Proposed Effective Date:

**Quarter:**  Autumn  Winter  Spring  Summer      **Year:** 20 08

Contact Person Julia Smith	Contact's Phone 253 - 692 - 5631	Contact's Email jbsmith@u.washington.edu
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**EXPLANATION OF AND RATIONALE FOR PROPOSED CHANGE**

For new programs, please include any relevant supporting documentation such as student learning outcomes, projected enrollments, letters of support and departmental handouts. (Use additional pages if necessary).

Business is a complex and evolving field that is inherently related to the growth of our economy. The ability to think strategically and analyze and integrate economic, market, and financial information are valuable skills transferable to a variety of fields. An increasing number of non-profit organizations and governmental entities are incorporating business models, concepts, and data into their organizations. Thus, business can be usefully combined with virtually any major and can facilitate a variety of career paths.

UW Tacoma is committed to "exploring challenging issues" and "dedicated to interdisciplinary and innovative teaching." Students at the Milgard School of Business can pursue a variety of courses and interests. We are committed to promoting respect for the diversity of our communities, and to supporting the educational needs of our students. Providing a minor will help us to achieve these goals by facilitating the ability of non-business students to take business courses and increasing the cross-disciplinary diversity of students, thus, insuring multiple perspectives. The delineation of business classes that form a coherent minor responds to student requests from a variety of areas including interdisciplinary arts and science, the institute of technology, nursing, social work, and urban studies.

**CATALOG COPY**

Catalogue Copy as currently written. Include only sections/paragraphs that would be changed if you request is approved. Please cross out or otherwise highlight any deletions.

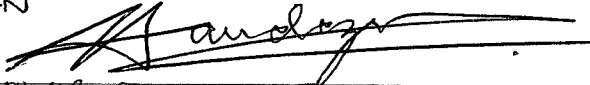

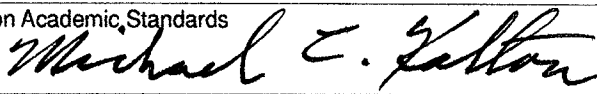
N/A

**PROPOSED CATALOG COPY**

Reflecting requested changes (Include exact wording as you wish it to be shown in the printed catalog. Please underline or otherwise highlight any additions. If needed, attach a separate, expanded version of the changes that might appear in department publications)

The Minor in Business Administration is designed for undergraduate students in any non-business major/program to increase their understanding of business theory, practices, and applications within a wider economic and social context. The curriculum is designed to emphasize critical competencies, including strategic thinking, integrated business knowledge, communication, and teamwork needed by students with a broad range of interests to succeed in the 21st century.

**SIGNATURES (required)**

Chair/Program Director DEAN 	Date 11/17/07
Dean VICE CHANCELLOR FOR ACADEMIC AFFAIRS 	Date 11/27/07
College Committee	Date
Faculty Council on Academic Standards 	Date 11/8/07

UoW 1503 (12/05) REVERSE

Post  
Tri-Campus  
FCAS

See comment response page.

RESET FORM  
Page 11/29/08

# Milgard School of Business



## *Creating a Minor in Business Administration (UW Tacoma)*

### **SUPPLEMENTAL DOCUMENTATION TO UoW FORM 1503**

#### I. Projected Enrollment and Initial Resource Requirements

Initial enrollments are projected at 25 (FTE) within the first year. It is expected to grow at a rate of about 20% for the next two years and that minors will come from a variety of majors in all programs.

The initial launch of the minor will require an additional faculty member in business administration. Additional electives are planned to accommodate the minor as well as additional sections of the introductory courses in marketing, management, and accounting.

#### II. Requirements for the Minor

The minor in business administration will require **30 credits** (minimum 20 credits in residence).

##### **Required Courses (20 credits):**

Introduction to Financial Accounting T ACCT 210 (with a minimum 2.0 grade)

Introduction to Microeconomics T FIN 220 (with a minimum 2.0 grade)

Managing Organizations T BUS 300

Introduction to Marketing Management T BUS 320

##### **Elective Courses (10 credits):**

10 credits of electives from approved list (attached). Elective credits will generally be taken after completion of required courses.

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##### **Other Requirements**

Students may request to transfer in up to 10 credits to be applied toward the required courses.

A 2.0 GPA required for all required courses.

At least three (3) courses must be taken at the upper-division (i.e. 300-400) level.

### III. Learning Outcomes

- A. To recognize the social, political, ethical, and environmental consequences of management decisions.
- B. To understand group and individual dynamics in organizations.
- C. Diagnose complex organizational problems and design effective solutions.
- D. Understand basic financial statement analysis and reporting.
- E. To evaluate an organization's market, competitive position, and customers, in order to make effective decisions regarding organizational focus and resource deployment.

### IV. Letters of Support (*Enclosed*)

### V. Proposed Catalogue Copy

The Minor in Business Administration is designed for undergraduate students in any non-business major/program to increase their understanding of business theory, practices, and applications within a wider economic and social context. The curriculum is designed to emphasize critical competencies, including strategic thinking, integrated business knowledge, communication, and teamwork needed by students with a broad range of interests to succeed in the 21st century.

### VII. Potential Electives

T BGEN 412 Ethical Issues in Business (5)

T BUS 330 Introduction to Information Technology (5)

T MGMT 430 Managing the Workforce (5)

T MGMT 433 Managing Organizational Diversity (5)

T MGMT 478 International Business (5)

T MGMT 452 The Dynamics of Leadership (5)

TMGMT 455 Managing and Motivating Work Teams (5)

T MGMT 457 Negotiation and Conflict Management (5)

T MGMT 475 Creating, Leading, and Implementing Change (5)

TMGMT 480 International Management (5)

T MKTG 348 Social Marketing (5)

T MKTG 355 Professional Sales (5)

T MKTG 425 Advertising (5)

T MKTG 445 Service Marketing (5)

T MKTG 450 Consumer Marketing (5)

T MKTG 460 Research Methods (5)

*Other electives as approved by a Milgard School of Business academic adviser in consultation with Business faculty.*

## VIII. Course Descriptions:

### A. Required Courses

T ACCT 210: Introduction to Financial Accounting (5)  
Introduces accounting concepts within the context of financial business decisions. Presents an overview of the role of accounting in the financial community and business operations. Emphasizes the external use of financial accounting for fiscal decision-making.

T FIN 220: Microeconomics (5)  
Introduces microeconomic theory applied to individual decision-making, analysis of markets, and the role of prices. Specific topics include consumer demand, production, exchange, resource allocation, and government intervention.

T BUS 300: Managing Organizations (5)  
Examines the profession of management and nature of organizations. Focuses on the key managerial functions and organizational processes needed to plan, organize, lead and control contemporary organizations. Activities provide opportunities to improve communication, strategic planning, teamwork, integration and professional capacities.

T BUS 320: Introduction to Marketing Management (5)  
Introduces the major principles and practices that are used by marketing managers in analyzing marketing problems and developing appropriate solutions. Examines how marketing operates within the global, social, and economic environment.

### B. Potential Electives

T BGEN 412 Ethical Issues in Business (5)  
Explores the moral principles and community standards by which businesses are judged and assesses the impact management decisions have on the business and on society. Focuses on the conflict between the economic performance of the firm and the social performance of the firm.

T BUS 330 Introduction to Information Technology (5)  
Introduces techniques that managers use to locate, organize, distribute, and use information for decision making and strategic advantage. Addresses tools for managing information, including computer hardware, software, telecommunication networks, and various information system components. Includes a computer

laboratory component in which students address organizational and managerial information requirements.

T MGMT 430 Managing the Workforce (5)

Focuses on managing employees as a human resource function in organizations. Examines skills important for attracting, developing, and maintaining an effective workforce. Explores planning, forecasting, job analysis, training, performance appraisal, wage and salary administration, compensation, legal requirements, and disciplinary functions. Prerequisite: 1.7 in T BUS 300, 1.7 in T BUS 320.

T MGMT 433 Managing Organizational Diversity (5)

Focuses on key behavioral, social and organizational requisites needed to cultivate competency in managing diversity. Provides experiential opportunities to discover and improve understanding about the self and others. Key interests include skills and strategies needed to manage and support increasingly diverse organizations. Prerequisite: T BUS 300.

T MGMT 452 The Dynamics of Leadership (5)

Examines leadership as a process by focusing on a repertoire of practical and theoretical leadership principles. Examines leaders and their complex roles in managing organizational issues. Provides opportunity to learn and apply leadership skills.

TMGMT 455 Managing and Motivating Work Teams (5)

Concentrates on interpersonal and management skills needed to create and maintain effective groups. Focuses on interpersonal skills assessment, conflict management, interdependency, collaborative relationships, norms, feedback, reward systems, goal setting, and self-management. Prerequisite: T BUS 300, T BUS 320, business majors.

T MGMT 457 Negotiation and Conflict Management (5)

Explores the art and science of reaching agreements in competitive and collaborative situations where two or more parties are interdependent. Addresses negotiation in the organizational context. Emphasizes developing skills in situation assessment, negotiation planning, distributive and integrative bargaining.

T MGMT 475 Creating, Leading, and Implementing Change (5)

Explores the repertoire of concepts, ideas, tools, and techniques for understanding the dynamics of change and how successful leaders learn to create, implement, and manage change. Provides opportunities to examine and experience change management in contemporary organizations. Prerequisite: T BUS 300.



T MGMT 478 International Business (5)

Introduces the main issues concerning international economic relations. Covers topics in the political, economic, and cultural analysis of the global environment and examines the managerial responses appropriate for international business. Prerequisite: T BUS 300; T BUS 320.

TMGMT 480 International Management (5)

Introduces the main issues concerning international management. Covers topics related to how managers pursue the global objectives of their organizations, including international strategy, modes of market entry, organization, staffing, and other cross-cultural management issues. Prerequisite: T BUS 300; T BUS 320.

T MKTG 348 Social Marketing (5)

Focuses on the preservation or enhancement of individual and social well-being. Applies marketing principles within a social context to public agencies and nonprofit institutions. Prerequisite: T BUS 320.

T MKTG 355 Professional Sales (5)

Examines the modern way to sell via a relationship process, emphasizing skills for success as a field sales representative. Analyzes the steps in the selling process in detail. Encourages competencies in flexibility, strategic thinking, and communication. Prerequisite: T BUS 320.

T MKTG 425 Advertising (5)

Explores the creative processes used in the field of advertising. Topics include advertising copywriting, art direction, production and media selection. Provides exposure to advertising theory with a focus on practical application in the industry. Emphasizes problem-solving, communication, strategic thinking and teamwork skills. Prerequisite: 1.7 in T BUS 300; 1.7 in T BUS 320.

T MKTG 445 Service Marketing (5)

Examines new marketing tools and ideas specifically applicable within the service industry where organizations require a distinctive approach to the development and execution of marketing strategies. Emphasizes strategic thinking, problem solving, and communication skills. Prerequisite: T BUS 320.

T MKTG 450 Consumer Marketing (5)

Examines social science and consumer behavior research for concepts and principles that marketers can use to better understand customers and meet their needs. Applies insights gained from the disciplines of sociology, anthropology and psychology to real-world marketing situations. Emphasizes problem-solving, communication and strategic thinking skills. Prerequisite: T BUS 320.

T MKTG 460 Research Methods (5)

Explains the research process including problem definition, research design, questionnaire construction, sample selection, interviewing and data analysis. Involves field application of course knowledge along with written and oral reports. Emphasizes problem solving, flexibility and communication skills. Offered: jointly with T MGMT 460. Prerequisite: T BUS 320.

*Other electives as approved by a Milgard School of Business academic adviser in consultation with Business faculty.*



TACOMA

*Office of Academic Affairs*

February 12, 2008

To: UW Faculty Council on Academic Standards  
From: Beth Rushing, Vice Chancellor for Academic Affairs  
Subject: Minor in Business Administration Proposal

The Milgard School of Business has revised its proposal for a Minor in Business Administration based on the comments from the tri-campus review process. The revised proposal is attached for review by the Faculty Council on Tri-Campus Policy and President Mark Emmert.


Please contact me if you have any questions.

# Milgard School of Business



February 6, 2008

TO: UW Seattle Faculty Council on Academic Standards (FCAS)

FROM: Shahrokh Saudagaran   
Dean, Milgard School of Business

RE: Proposal Comments about Tri-Campus Comments  
Proposal

The UW Tacoma Academic Policy Committee, Chaired by Mike Kalton provided its comments on the tri-campus comments. The Milgard School of Business is in agreement with each response the UWT Committee made and has made the necessary adjustments. Refer to the revised proposal for details.

January 29, 2008

Academic Policy Committee responses to comments on Business Minor:

1. Comment by D. Janssen

It would be a good idea to follow this suggestion and somehow get a faculty member in the approval process.

2. Comment by Robert Corbett

The academic rationale would be to ensure the students are well-trained, but this is a case for the Business program to decide. If the Business faculty are satisfied that a lower minimum of credits to be completed in residence at UWT would be acceptable the Committee would not object. But *some* statement regarding minimum in-residence credits should be made.

3. Comment by JW Harrington

Per explanation by our Business rep, the kEcon requirement relates to objective E, especially evaluating an organization's market and the question of resource deployment. The ethics component is an element of both the 300 and 320 courses.



Michael C. Kalton  
Chair, Academic Policy Committee

## **Tacoma Business Minor (TBUS-20071003)**

### Tri-Campus Review Comments:\

#### **Comment by D. Janssen made 12/6/2007 3:49:02 PM**

The content of a degree program (whether a major or a minor) is the prerogative of the faculty. The last sentence ("Other electives as approved by a Milgard School of Business academic adviser.") suggests that courses could be approved by a staff member. This should be changed so that the faculty in the program (perhaps a committee or a designated faculty member) is the person approving courses not on the approved list.

#### **Comment by Robert Corbett made 12/7/2007 11:14:43 AM**

It sounds as though students who bring in courses equivalent to one or two of courses will be required to take additional courses from Tacoma Business to receive credit for the minor. This is in line with certain requirements for UW majors, but I don't know of such a policy for a minor except in the case of certain language minors. There is no policy against having a residence requirement in a minor, but is there an academic rationale for it?

#### **Comment by JW Harrington made 12/10/2007 12:11:59 PM**

The set of required courses doesn't completely match the set of learning objectives. The Econ requirement makes sense but isn't reflected in what students should gain from the minor. The ethics-related learning objective is reflected in 1 or 2 of the electives, rather than in a required course.

Date: Sat, 1 Mar 2008 16:30:01 -0800 (PST)  
From: Janet Primomo <jprimomo@u.washington.edu>  
To: uwcr@u.washington.edu  
Cc: Julia W. Smith <jbsmith@u.washington.edu>  
Subject: FCTCP review of TBUS-20071003  
Parts/Attachments:

view|Save 1 Shown 73 lines Text  
view|Save 2 OK 28 KB Application, ""

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Jennifer and Julia,  
At its meeting on February 28, 2008, the FCTCP completed the Phase II review of the UWT Minor in Business Administration. The Council noted that all procedures were followed; the proposal generated comments that were positive, and comments were addressed. The checklist is attached.

The FCTCP is pleased to have the Registrar forward the final proposal to the President for final action and transmit the information to the Dean. Thank you for your assistance. Janet Primomo, Chair, FCTCP

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Associate Professor University of Washington, Tacoma Campus Box 358421 1900  
Commerce Street Tacoma, WA 98402  
Phone: 253 692-4475 FAX: 253 692-4424 email: [jprimomo@u.washington.edu](mailto:jprimomo@u.washington.edu)

**UNIVERSITY CAMPUSES UNDERGRADUATE PROGRAM REVIEW PROCEDURES\*\***

**CHECKLIST**

Title of Proposal: Option in Accounting (BBUS-20070928)

Proposed by (unit name): Business Administration

Originating Campus:

UW, Seattle

UW, Bothell

UW, Tacoma

**I. Phase I. Developed Proposal Review** (to be completed by Originating Campus' Academic Program Review body)

A. Review Completed by: (list name of program review body)

Chaired by:

10/03/07 Date proposal received by originating campus's review body

10/08/07 Date proposal sent to University Registrar

10/08/07 Date proposal posted & email sent to standard notification list

11/13/07 Date of originating campus's curriculum body approval

(Note: this date must be 15 business days or more following date of posting)

B.   2   Number of comments received. Attach the comments and a summary of the consideration and responses thereof : (1-2 paragraphs)

**II. Phase II. Final Proposal Review** (to be completed by FCTCP)

A. Review Completed by:

n/a FCTCP subcommittee

11/26/07 FCTCP full council

Chaired by: Janet Primomo

11/16/07 Date request for review received from University Registrar

11/28/07 Date of FCTCP report

B. Review (attached)

YES NO

  x    Was notice of proposal posted on UW Website for 15 business days?

  x    Was notice of proposal sent to standard mailing list 15 business days in advance of



academic program review?

Were comments received by academic program review body?

Was response to comments appropriate? (explain, if necessary)

Was final proposal reviewed by FCTCP within 14 days of receipt?

Was there adherence to the University Campuses Undergraduate Program Review Process? (explain, if necessary)

### C. Recommendation

Forward for final approval

Forward to Provost because of University issues (Explain)

Return to campus council because of insufficient review (Explain).

\*\*Endorsed by Faculty Senate Executive Committee, 1/10/05, modified 1/31/06; These procedures apply to new undergraduate degrees, majors, minors (and certificates) and substantive changes to same

Summary: At its meeting on November 26, 2007, the full FCTCP completed the Phase II review of BBUS-20070928, the proposed (Option in Accounting within the existing Bachelor of Arts in Business Administration at UW Bothell). The Council noted that all procedures were followed; the proposal generated 2 comments that were positive.

The FCTCP is pleased to have the Registrar forward the final proposal to the President for final action and transmit the information to the UWB Chancellor. Thank you.  
Janet Primomo, Chair, FCTCP