

Board Meeting
November 9, 2006

REORGANIZE THE BUSINESS ADMINISTRATION MAJOR TO ESTABLISH FIVE MAJORS AND THREE CONCENTRATIONS, COLLEGE OF BUSINESS, URBANA

Action: Approve the Reorganization of the Business Administration Major to Establish Five Majors and Three Concentrations within the Bachelor of Science Degree in the College of Business, Urbana

Funding: No Funding Required

The Chancellor at Urbana with the advice of the Urbana-Champaign Senate recommends for approval a proposal from the College of Business to reorganize the Business Administration Major to establish five majors and three concentrations within the Bachelor of Science Degree.

Specifically, the proposed reorganization elevates five of the existing specializations to better reflect current trends in Business Education: Marketing, Management Science, Production, Management Information Systems, and Industrial Distribution Management are recommended to become majors in: Marketing, Management, Business Process Management (formerly Production), Information Systems and Information Technology (formerly Management Information Systems), and Supply Chain Management (formerly Industrial Distribution Management). In addition, the Management major will include three concentrations, General Management (formerly

Organizational Administration), Entrepreneurship, and International Business.¹ The proposed reorganization of the majors in the department of Business Administration is the result of a careful review of national trends and the desire to ensure that students are receiving appropriate credentials.

When the Department of Business Administration was formed in the late 1960s it combined various academic fields in business. In the last 40 years, however, each of these subfields has become an independent academic discipline with a unique teaching and research agenda. As is evidenced by our peers, Illinois is one of the last institutions to offer the umbrella major of Business Administration.

The reorganization of majors and concentrations will not only benefit students academically but from a recruitment standpoint as well for professional careers and graduate study. Students are often disappointed to learn their emphasis area is neither a major nor a concentration, and they express similar concern when the emphasis area is not reflected on the transcript. Recruiters and other outside constituencies believe that the College of Business at Urbana does not offer degrees in major areas of business. This proposal provides a more accurate representation of the programs offered by the Department of Business Administration.

The Interim Vice President for Academic Affairs concurs in this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes*,

¹See Report Items for the establishment of the International Business Concentration.

The General Rules Concerning University Organization and Procedure, and Board of Trustees policies and directives.

The President of the University concurs, pending further review by the Illinois Board of Higher Education.