



# The University of Georgia

University Council  
Athens, Georgia 30602

October 10, 2012

## UNIVERSITY CURRICULUM COMMITTEE – 2012-2013

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Undergraduate Student Representative – Mr. Pranay Udutha

Graduate Student Representative – Mr. Garrett Jaeger

Dear Colleagues:

The attached proposal to change the entrance requirements and the block-core system requirements for all majors under the Bachelor of Business Administration (B.B.A.) degree will be an agenda item for the October 17, 2012, Full University Curriculum Committee.

Sincerely,

David E. Shipley, Chair  
University Curriculum Committee

cc: Provost Jere W. Morehead  
Dr. Laura D. Jolly



# The University of Georgia

Terry College of Business

Robert T. Sumichrast, *Dean*  
Simon S. Selig, Jr. *Chair for*  
*Economic Growth*

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## MEMORANDUM

TO: Jere W. Morehead, Provost

FROM: Robert T. Sumichrast, Dean

*ROBERT*

DATE: October 3, 2012

RE: BBA Curriculum Proposal

The Faculty of the Terry College of Business has approved the recommendation of the Terry Undergraduate Program Committee to modify the current admission criteria and subsequently adjust the College's block-core system (cohort system) of the upper-level business core courses, effective Fall 2013. As the next step in the process, I request that the University Curriculum Committee consider this proposed change.

Calculus (MATH 2200 or MATH 2250) is currently an admission requirement for the Terry College of Business. In reviewing our curriculum, the College's Undergraduate Program Committee came to the consensus that the tools commonly learned in a Statistics course are utilized earlier and across more disciplines than Calculus, making it a more logical entrance requirement for the College. Majors with courses requiring a background in Calculus were encouraged to add Calculus as a course prerequisite to ensure exposure to the material. In an effort to ensure students are ready for a Calculus course, pre-Calculus (MATH 1113) is being recommended as an entrance requirement. These changes to the College's entrance requirements are consistent with the goal of providing students with a common foundation of knowledge before entering upper-level courses within the Terry College. **Thus, on behalf of the Terry College of Business, I request the College be allowed to substitute Statistical Analysis for Business (MSIT3000) and pre-Calculus (MATH 1113) for Calculus (MATH 2200/2250) as entrance requirements to the College.** Note that students in the Terry College of Business are currently required to take Statistical Analysis for Business (MSIT3000) as a part of the business core.

The use of Statistics as an entrance requirement impacts the current cohort system. In the current system, the Statistics course is paired with the Principles of Marketing course (MARK 3000) taken by business students in their first or second semester in Terry, depending on the cohort in which a student's major falls. See Panel A in the attached Table for a further description of the current cohort system. To preserve the Foundations First approach to our curriculum, the College intends to require the remaining three business core courses (Financial Management (FINA3000), Management of Organizations and Individuals (MGMT3000), and Principles of Marketing (MARK3000)) be taken concurrently in a single semester along with Foundations for Business Leadership II (MGMT 4010).

**Jere W. Morehead**  
**October 3, 2012**  
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This change can be accomplished by adjusting the pre- and co-requisites of the impacted courses. See Panel B in the attached Table for a further description of the proposed cohort system. The recommended changes reduce the complexity of the system while preserving the Foundations First approach; students are provided with a common foundation of knowledge before entering upper-level courses in the Terry College. **Thus, on behalf of the Terry College of Business, I request the College be allowed to make the above described adjustments to its current cohort system.** It should be noted that our commitment to students outside of the College remains the same. These changes will not impact the access non-Terry students have to Terry classes.

The Terry College believes these changes will strengthen our students' foundational business skills and provide a better platform to integrate business topics across the business core courses, as well as allow for an increased degree of academic rigor in all business courses.

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Attachments

**Table 1: Terry Cohort System for Upper-level Business Core**

**Panel A: Current Terry Cohort System  
(cohort arranged by major)**

The upper-level business core consists of four courses: Management of Organization and Individuals (MGMT3000), Financial Management (FINA3000), Principles of Marketing (MARK3000), and Statistical Analysis for Business (MSIT3000). The Marketing and Statistics courses are required to be taken at the same time, as are the Management and Finance courses. The order in which these courses are taken depends on the cohort to which the student belongs. A student is assigned to a cohort based on his or her major. For example, Marketing students would be assigned into Cohort *Red* and would take the Principles of Marketing course (MARK 3000) along with the Statistical Analysis for Business course (MSIT 3000) and Foundations for Business Leadership I (MGMT 3010) all within a single semester. The other course grouping would be taken the following semester. The opposite would be true for a student in the *Black* cohort.

Cohort Black		Cohort Red	
1st Semester	2nd Semester	1st Semester	2nd Semester
Mgmt of Orgs and Individuals (MGMT 3000 – 3 hrs)	Principles of Marketing (MARK 3000 – 3 hrs)	Principles of Marketing (MARK 3000 – 3 hrs)	Mgmt of Orgs and Individuals (MGMT 3000 – 3 hrs)
Financial Management (FINA 3000 – 3 hrs)	Statistical Analysis for Business (MSIT 3000 – 3 hrs)	Statistical Analysis for Business (MSIT 3000 – 3 hrs)	Financial Management (FINA 3000 – 3 hrs)
Foundations for Business Leadership I (MGMT 3010 – 1.5 hrs)	Foundations for Business Leadership II (MGMT 4010 – 1.5 hrs)	Foundations for Business Leadership I (MGMT 3020 – 1.5 hrs)	Foundations for Business Leadership II (MGMT 4020 – 1.5 hrs)

Notes: Cohort Black – Majors: Accounting, Management, Finance  
 Cohort Red – Majors: Marketing, Management Information Systems, Economics, Real Estate, Risk Management and Insurance

**Panel B: Proposed Terry Cohort System  
(cohort arranged by entering class)**

Under the proposed system, Statistical Analysis for Business (MSIT3000) would serve as a prerequisite for the other upper-level business core courses (FINA3000, MGMT3000, and MARK3000). These three courses would be blocked into a single semester with each course serving as a co-requisite for the others. The cohort would be formed by entering class rather than a student's major. The Foundations for Business Leadership I courses (MGMT 3010 and MGMT 3020), would be offered under a single course number, MGMT 3010. The Foundations for Business Leadership II courses would also be offered under a single course number, MGMT 4010. This change reduces the complexity of the system while preserving the Foundations First approach; students are provided with a common foundation of knowledge before entering upper-level courses in the Terry College. Exceptions to the core sequence will be submitted to the Undergraduate Program Office and will be approved by either the Director of Undergraduate Programs or the Associate Dean for Academic Programs. If approved, implementation of these modifications is targeted for Fall 2013.

Prior to Entering Terry	First Semester in Terry*
Statistical Analysis for Business (MSIT 3000 – 3 hrs)	Principles of Marketing (MARK 3000 – 3 hrs)
Foundations for Business Leadership I (MGMT 3010 – 1.5 hrs)	Mgmt of Orgs and Individuals (MGMT 3000 – 3 hrs)
	Financial Management (FINA 3000 – 3 hrs)
Foundations for Business Leadership II (MGMT 4010 – 1.5 hrs)	Foundations for Business Leadership II (MGMT 4010 – 1.5 hrs)

Entrance to Terry

\* Accounting majors will be allowed to delay MARK 3000 until the semester following the block and will also be allowed to substitute ACCT 5710 for MGMT4010.