The University of Georgia

University Council
Athens, Georgia 30602

March 13, 2009

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Dear Colleagues:

The attached proposal from the Terry College of Business to adopt a block-core system for upper-level business core courses will be an agenda item for the March 20, 2009, Full University Curriculum Committee meeting.

Sincerely,

David Shipley

David E. Shipley, Chair
University Curriculum Committee

cc: Dr. Arnett C. Mace, Jr.
Professor Jere W. Morehead

The University of Georgia

Terry College of Business

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

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January 26, 2009

Dr. Arnett C. Mace, Jr.
Senior Vice President for Academic
Affairs and Provost
Administration Building
Campus

Dear Dr. Mace:

The Faculty of the Terry College of Business has approved the recommendation of the Terry Undergraduate Program Committee to adopt a block-core system for our current upper-level business core courses, effective Fall 2010. As the next step in the process, I request that the University Curriculum Committee consider this proposed change.

The upper-level business core currently consists of four courses, one in Management (MGMT3000), Banking and Finance (FINA3000), Marketing (MARK3000), and Statistical Analysis for Business (MSIT3000). Under the current system, every upper-level business core class stands as an independent class; students can take the classes in any order, and can delay some of them until the end of their college experience. For example, Terry's Undergraduate Programs Office reported that 56 of the 248 students (nearly 23%) enrolled in one of the Spring 2008 sections of Financial Management (FINA3000), an upper-level business core course, were seniors in the Terry College of Business. The College's ability to offer students a true understanding of the connection among the topics in the business core is impeded by the ability of the student to shift core courses until their senior year. Thus, the current structure of the upper-level business core is less effective than it could be in providing a foundation in business knowledge that can be built upon by Terry's upper-level courses.

The suggested coupling and timing of the business core to make up the block-core is presented in Table 1. The block-core will be made up of Terry's current business core courses, with the introduction of two 1.5 hour MGMT courses, one taken each semester. Under the block-core system, a student would be placed in the cohort containing his or her major's core (principles) class, so as not to slow his or her ability to advance into upper-level courses. For example, Marketing students would be assigned into Cohort *Red*, while Finance Majors would be assigned to Cohort *Black*. In each case, this would allow the student to complete the core courses in their home area and be able to move forward into major courses more quickly than under a single block-core. Under this system, the students

of each major would have 3 semesters to complete their major beyond the first semester of the block-core.

The back-to-back structure of the two new management courses (1.5 hrs each) is an important component of the block core system. These courses will be used as an accreditation assessment tool for the College's learning objectives. Specifically, students would be tested upon entering and exiting the block core. The scores on these exams would provide a measure of success in achieving a set of stated objectives for the block core. Such an approach would be a significant improvement over the College's current assessment technique. The opportunity for such an assessment approach is one benefit of teaching the new MGMT courses back-to-back rather than in a single 3 hour course.

Our commitment to students outside the college remains the same. Non-Terry students that have historically had access to Terry classes will be waived into the upper level business core courses as needed by Terry's Undergraduate Program office.

In sum, the Terry College believes a block-core system is a step in the right direction for the undergraduate program in that it will both strengthen our students' foundational business skills and allow for an increased degree of academic rigor in all business courses. In addition, a block-core will help develop what is missing from Terry – a sense that the business education is a coherent integrated program, rather than a group of unrelated courses.

Sincerely,

ROBERT

Robert T. Sumichrast, Dean

/bcw

Enclosure

Table 1:
Proposed Terry Block-Core System
Utilizing Cohorts

FALL ADMITS	First Semester in Terry College			Second Semester in Terry College		
Cohort Black	Mgmt of Orgs and Individuals (MGMT 3000)	Financial Management (FINA 3000)	First course in new business sequence (MGMT 3010)	Principles of Marketing (MARK 3000)	Statistical Analysis for Business (MSIT 3000)	Second course in new busn sequence (MGMT 4010)
Cohort Red	Principles of Marketing (MARK 3000)	Statistical Analysis for Business (MSIT 3000)	First course in new business sequence (MGMT 3020)	Mgmt of Orgs and Individuals (MGMT 3000)	Financial Management (FINA 3000)	Second course in new busn sequence (MGMT 4020)

SPRING ADMITS				First Semester in Terry College		
Cohort Black				Mgmt of Orgs and Individuals (MGMT 3000)	Financial Management (FINA 3000)	First course in new business sequence (MGMT 3010)
Cohort Red				Principles of Marketing (MARK 3000)	Statistical Analysis for Business (MSIT 3000)	First course in new business sequence (MGMT 3020)

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

MGMT 30XX is the first course in the business sequence for Cohorts; the number 10 is used for Cohort Black and 20 is used for the Cohort Red.
MGMT 40XX is the second course in the business sequence for Cohorts; the number 10 is used for Cohort Black and 20 is used for the Cohort Red.