

# KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

Preparation Date **15-Mar-16** Curriculum Bulletin \_\_\_\_\_  
 Effective Date **Fall 2016** Approved by EPC \_\_\_\_\_

Department ~~BAD~~  
 College **BU - Business Administration**  
 Degree **MBA - Master of Business Administration**  
 Program Name \_\_\_\_\_ Program Banner Code **Business Administration (BAD)**  
 Concentration(s) **Marketing, Human Resources, Fashion Design, Entrepreneurship**  
 Concentration(s) Banner Code(s) **MKTG, HRM, FDM, ENTR**  
 Proposal **Temporarily suspend admissions**

**Description of proposal:**

**The graduate faculty of the College of Business Administration voted to suspend the following four concentrations in the MBA program: Marketing, Human Resources, Fashion Design, Entrepreneurship. The courses in these concentrations have very low enrollment and cannot be sustained. They will be reviewed within three years after reviewing enrollment after the changes in the MBA program begin in Fall 2016.**

Does proposed revision change program's total credit hours?  Yes  No  
 Current total credit hours: **37** Proposed total credit hours **37**

Describe impact on other programs, policies or procedures (e.g., duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):

**Faculty will be freed to teach in other areas in their units where there is more demand**

Units consulted (other departments, programs or campuses affected by this proposal):

**Marketing, Management and Information Systems, Fashion Design and Merchandising**

**REQUIRED ENDORSEMENTS**

Robert Jewell, Felix Offedile, Catherine Leslie 3/22/2016  
 Department Chair / School Director **(Attached)**

not applicable \_\_\_\_\_    /   /     
 Campus Dean (for Regional Campuses proposals)

Dorothy F. Spahr \_\_\_\_\_ 3/24/2016  
 College Dean (or designee)

Melissa Jankov \_\_\_\_\_ 3/28/2016  
 Dean of Graduate Studies (for graduate proposals)

\_\_\_\_\_    /   /     
 Senior Vice President for Academic Affairs or Provost (or designee)

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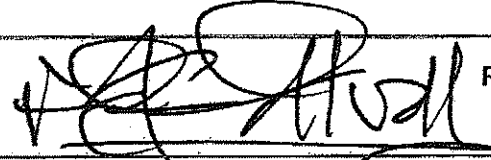
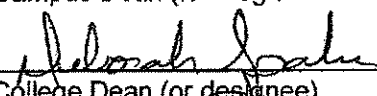
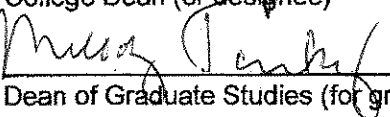
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**REQUIRED ENDORSEMENTS**

 _____ Department Chair / School Director	<u>3/16/16</u>
_____ Campus Dean (for Regional Campuses proposals)	<u>1/1</u>
 _____ College Dean (or designee)	<u>3/24/2016</u>
 _____ Dean of Graduate Studies (for graduate proposals)	<u>3/28/2016</u>
_____ Senior Vice President for Academic Affairs or Provost (or designee)	<u>1/1</u>

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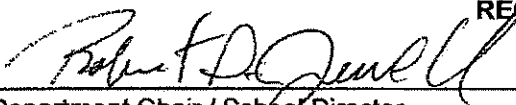
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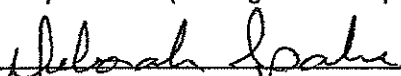
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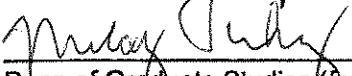
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**REQUIRED ENDORSEMENTS**

  
 \_\_\_\_\_  
 Department Chair / School Director 3 / 16 / 2016

\_\_\_\_\_  
 Campus Dean (for Regional Campuses proposals) 1 / 1

  
 \_\_\_\_\_  
 College Dean (or designee) 3 / 24 / 2016

  
 \_\_\_\_\_  
 Dean of Graduate Studies (for graduate proposals) 3 / 28 / 2016

\_\_\_\_\_  
 Senior Vice President for Academic Affairs or Provost (or designee) 1 / 1

**DITCHEY, LOUISE**

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**From:** URBANEK, FELECIA  
**Sent:** Wednesday, March 23, 2016 8:48 AM  
**To:** DITCHEY, LOUISE  
**Subject:** FW: MBA Fashion Merchandising Concentration

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**From:** LESLIE, CATHERINE  
**Sent:** Wednesday, February 03, 2016 8:16 PM  
**To:** URBANEK, FELECIA  
**Subject:** Re: MBA Fashion Merchandising Concentration

Hi Felicia- Thank you for the message. We will inform you when the program is up and running again. All the best,  
Catherine

Catherine Amoroso Leslie, PhD  
Associate Professor  
Graduate Studies Coordinator  
The Fashion School  
Kent State University  
222F Rockwell Hall  
Kent, OH 44240  
(330) 672-0169 (office)  
(330) 672-3772 (fax)  
cleslie1@kent.edu  
<http://www.kent.edu/artscollege/fashion/profiles/~cleslie1/>

On Feb 3, 2016, at 4:06 PM, URBANEK, FELECIA <[furbanek@kent.edu](mailto:furbanek@kent.edu)> wrote:

Hi Catherine,

We are in the process of suspending our MBA concentration in Fashion Merchandising since the fashion courses that we can offer the MBA students are limited.

We think that there will still be a lot of interest in the combined Bachelors in Fashion Merchandising/MBA because most of the combined students choose an concentration other than fashion anyways.

Best regards,

Felecia

Felecia Urbanek  
Graduate Coordinator  
Graduate Programs Office  
College of Business Administration

## Proposal Summary to Temporarily Suspend Admission Concentrations in MBA program: Marketing, Human Resources, Fashion Design and Merchandising, Entrepreneurship

**Full explanation of why the temporary suspension of admission to the program is being proposed:**

Low enrollment in courses in these MBA concentration areas is causing the Marketing and Management and Information Systems departments to lose money and to not use their teaching resources effectively. Generally, these elective courses have had enrollments as low as 3 students. In Fashion, there is only one student in that concentration, and each course needs to be set up as Special Topics: BAD 60095 or an Independent Study course. This is also difficult for the faculty in FDM to maintain.

**List of courses that will not be taught if admission into the program is suspended, and a statement summarizing the effect of suspending these courses on other units of the university that rely on these courses for core or option requirements, with evidence that those units have been consulted with respect to these effects:**

MKTG	65050	Modern Entrepreneurial Management
FDM	60010	Theories in Fashion (3)
FDM	60020	Fashion Design Management (3)
FDM	60030	Forms of Inquiry in Fashion (3)
FDM	60098	Research Project in Fashion Design and Merchandising (3)
MIS	64108	Applied Topics in Human Resource Management (3)
MIS	64160	Leadership and Organization Change (3)
MIS	64270	Organizational Analysis (3)
MKTG	65053	Promotion Management (3)
MKTG	65057	Marketing Research (3)
MKTG	65060	Marketing Strategy and Planning (3)
MKTG	65064	Buyer Behavior (3)

**Effect on current students enrolled in the program, faculty, staff and active courses:**

Current students will be worked with individually to find approved substitution courses to allow them to finish their concentrations.

Faculty will be reassigned to areas of greater need in their units

There is no effect on staff, other than to revise printed materials and website descriptions

**Fiscal and staffing impact of suspension, including library, facility, equipment; examples are budgeted expenditures that will be suspended or cancelled, funding that has been committed and now will not be used, and grants that could be jeopardized:**

No effect

**Term and year when it is anticipated that it will end (no temporary suspension of admission may exceed three years):**

Fall 2019