

COLLEGE OF BUSINESS ADMINISTRATION
NON-EXPEDITED

COURSE AND CURRICULUM CHANGES

Approved at the College faculty meeting

(Revised March 24, 2009)

March 11, 2009

218 Calvin Hall

3:00 p.m.

Graduate
Proposals

Contact Person: Dr. Ike Ehie
(Course & Curriculum Chair)
532-6935
e-mail: iehie@ksu.edu

**Units outside the college, which may be directly
impacted by these changes are:**

None

Please provide the sponsors of a proposed change with any information regarding fiscal or programmatic impact on your department, program or students.

NON-EXPEDITED COURSE PROPOSAL
Graduate (Courses number 600-999)
New Course

Accounting - College of Business Admin.

ADD: **Acctg 890 Seminars in Professional Accounting.** Master of Accountancy students are required to take this seminar course during two regular semesters (Fall and Spring). The course will cover current topics relevant to Professional Accountants in both public and private practice. Seminars are designed to improve students technical accounting knowledge and professional skills and abilities. Seminars will be led by a variety of faculty and practicing accountants. As part of the class, students will be expected to complete written and oral assignments and may be assessed on their technical, oral, written, critical thinking, interpersonal and other skills. Students should enroll for one credit hour in the first semester they complete the seminar and two credit hours during the second semester they complete the seminar.

RATIONALE: The Master of Accountancy program is being changed to require all students to complete a 3-hour professional seminar that will serve to introduce current topics in the profession and allow students to practice critical thinking skills and communication skills (interpersonal, formal written and formal verbal) and integrate topics from a variety of courses. To accommodate this course which will address important skills and knowledge and meet the graduate school requirement for a culminating experience, 3 hours of electives will be eliminated from the program.

EFFECTIVE DATE: Fall 2009

NON-EXPEDITED COURSE PROPOSAL
Graduate (Courses number 600-999)
New Course

Management - College of Business Admin.

Add:

MANGT 870. *Managing Animal Health Organizations (3)* Relevant theoretical concepts will be drawn from strategic management, management of change, human resource management, and the management of innovation to provide an intellectual grounding for understanding industry dynamics and the analysis of contemporary managerial challenges and issues for organizations in the animal health industry. *Special emphasis will be given to proposing strategic solutions to solve major problems that companies face in the animal health corridor.*

Rationale:

This course will draw on theoretical concepts from strategic management, management of change, human capital management, and the management of innovation. These concepts will provide the intellectual grounding for understanding how animal health organizations innovate, build effective human capital, and change themselves to capitalize on strategic opportunities and build organizational effectiveness and sustainable competitive advantage. Special emphasis will be given to proposing strategic solutions that address emerging trends and managerial challenges that organizations in the animal health industry face.

Effective Date:

Fall 2009

Non-Expedited Proposal

Changes to the Master of Accountancy Program

Rationale: The Master of Accountancy program is being changed to require all students to complete a 3-hour professional seminar that will serve to introduce current topics in the profession and allow students to practice critical thinking skills and communication skills (interpersonal, formal written and formal verbal) and integrate topics from a variety of courses. To accommodate this course which will address important skills and knowledge and meet the graduate school requirement for a culminating experience, 3 hours of electives will be eliminated from the program.

Impact (i.e. if this impacts another unit):

This change should have minimal impact on other programs. By eliminating three hours of electives, some courses taken by Master of Accountancy students as electives may see minimal reductions in enrollment. This will amount to 3 hours per year x approximately 50 students, or 150 hours of reduced SCH spread over electives throughout the College of Business and other Colleges. However, students are still required to take 6 hours of electives within the College of Business and 6 hours of electives outside of the College of Business.

Effective: Fall 2009

Revised Master of Accountancy Assessment Plan

The revision in the Master of Accounting program will provide a culminating experience in the Master of Accountancy program, as required by the Graduate School, and it will also allow us to streamline our procedures for assessment. The following are the learning objectives of the Master of Accountancy program, and their proposed means of assessment, under the new program:

| Objective | Assessment |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. An in-depth understanding or expertise in at least one of the following areas of study: 1) financial accounting/auditing, 2) taxation, 3) enterprise information systems or 4) managerial accounting/controllership. | Final project questions will be designed to allow students to demonstrate knowledge in a variety of these areas. As a result, every student graduating from the Master of Accountancy program will be assessed, using a rubric, on their ability to demonstrate expertise in relevant areas both based on their portfolio and their written report. |
| 2. An ability to analyze ambiguous accounting problems. | Every student's final report will be assessed using a rubric. |
| 3. An ability to contribute during team-based, problem-solving activities. | This objective will continue to be assessed in courses in the program using a rubric applied to a sample of students on a yearly basis. |
| 4. An ability to make persuasive presentations that reveal strong written and oral communication skills. | Every student's final presentation will be assessed by at least two faculty members using a rubric. |

While assessment is typically not based on course grades, this course has been specifically designed to assess these skills, asking students to integrate information not only from the seminar, but also from their other courses. Therefore, we believe that using course grades in the seminar is an appropriate means for program assessment. Summaries of student performance each semester on each grading rubric point for each objective will be prepared and distributed to faculty to provide feedback for use in the entire program.

FROM: (Current list of courses for the curriculum, curriculum description, and admission criteria.)

TO: To: (Proposed list of courses for the curriculum, curriculum description, and admission criteria.)

| Required Course | Required Courses |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>ACCTG 731 - Advanced Financial Reporting Credits: (3)</p> <p>Accounting Electives (12 credit hours)</p> <p>You may select your accounting electives based on one of the following four accounting specialty areas: (1) Financial Accounting and Auditing, (2) Management Accounting/Controllershship (3) Taxation or (4) Enterprise Information Systems, but a specialty area is not required.</p> <p>ACCTG 832 - Advanced Auditing Credits: (3) ACCTG 833 - Corporate Taxation Credits: (3) ACCTG 834 - Partnership Taxation Credits: (3) ACCTG 835 - Advanced Management Accounting Credits: (3) ACCTG 844 - Design of Accounting and Business Information Processes Credits: (3) ACCTG 845 - International Accounting Credits: (3) ACCTG 884 - Enterprise Information Systems Assurance Credits: (3)</p> <p>Business Electives (6 to 9 credit hours)</p> <p>These courses may be selected from non-accounting courses numbered 800 or above within the College of Business Administration. There are 12 current available electives from which to choose.</p> <p>Non-Business Electives (6 to 9 credit hours)</p> <p>These courses may be selected from courses numbered 500 or above outside the College of Business Administration. A maximum of six credit hours at the 500-level may be used. The balance must be 600-level or above.</p> | <p>ACCTG 731 - Advanced Financial Reporting Credits: (3) <u>ACCTG 890 – Seminars in Professional Accounting Credits: (3)</u></p> <p>Accounting Electives (12 credit hours)</p> <p>You may select your accounting electives based on one of the following four accounting specialty areas: (1) Financial Accounting and Auditing, (2) Management Accounting/Controllershship (3) Taxation or (4) Enterprise Information Systems, but a specialty area is not required.</p> <p>ACCTG 832 - Advanced Auditing Credits: (3) ACCTG 833 - Corporate Taxation Credits: (3) ACCTG 834 - Partnership Taxation Credits: (3) ACCTG 835 - Advanced Management Accounting Credits: (3) ACCTG 844 - Design of Accounting and Business Information Processes Credits: (3) ACCTG 845 - International Accounting Credits: (3) ACCTG 884 - Enterprise Information Systems Assurance Credits: (3)</p> <p>Business Electives (6 credit hours)</p> <p>These courses may be selected from non-accounting courses numbered 800 or above within the College of Business Administration. There are 12 current available electives from which to choose.</p> <p>Non-Business Electives (6 credit hours)</p> <p>These courses may be selected from courses numbered 500 or above outside the College of Business Administration.</p> |

Non-Expedited Proposal

Proposal to Add Graduate Certificate in the Management of Animal Health Related Organizations (GCMAHRO)

Rationale: The Graduate Certificate in the Management of Animal Health Related Organizations (GCMAHRO) program provides an opportunity for individuals to gain business skills and advanced business knowledge about management without having to participate in a full time, two-year MBA program. Students will learn how to use applied skills and attain an understanding of the basic functional areas of business and how each contributes to an effective business organization in the context of the animal health industry. The purpose of the certificate is to improve the effectiveness of companies in the animal health industry by educating employees and preparing them to take on more responsibilities and expand their career opportunities. The lead course will focus on the managerial challenges and dynamics of the animal health industry. This will be followed by business functional area courses that draw on examples from a range of industries. The certificate program will end with a detailed project that is based on a practical need in the employing organization. Students will propose strategic business strategies that will result in improved effectiveness for their company and make a formal presentation to their sponsoring organization.

Impact (i.e. if this impacts another unit):

No

Proposed Course Sequence:

The GCMAHRO program will consist of 16-credit hours and is designed to be flexible to the demands of working professionals. A foundation course and a capstone course are required of all students. Students also select a total of three additional courses from a menu of five course electives. The students should take the foundation course (MANGT 870: *Managing Animal Health Organizations*), beginning the program. MANGT 870 will be presented in a mixed format with both online and several face-to-face class sessions. This will focus on the unique demands and managerial challenges of the animal health industry. Students can take the three elective business tool online courses before, concurrently or following the foundation course. Two of the three elective courses should be completed prior to enrolling in the capstone course (GENBA 890), and the third elective course can be taken concurrently with GENBA 890. The final capstone course (GENBA 890: *Business Practicum*), is also presented in a format that includes both online and several face-to-face class sessions. All elective tool courses must be started before enrolling in this course. The capstone practicum course will use advanced marketing research techniques and advanced managerial strategies to address real business problems and create budgeted strategic solutions for a company in the animal health industry. The five courses that will comprise the certificate are as follows:

The five courses that will comprise the certificate are as follows:

Required Foundation Course:

- MANGT 870 - *Managing Animal Health Organizations (Both face-to-face and online format) (3 credits) (Fall)*

Business Tools Elective Courses (Select three courses from these five online courses):

- ACCTG 810. *Accounting Concepts and Analysis (3 credits) (Fall)*
- FINAN 815. *Managerial Finance I (3 credits) (Spring)*
- MKTG 810. *Marketing Concepts and Research (3 credits) (Spring)*
- MANGT 810. *Operations Management and Analysis (3 credits) (Spring)*
- MANGT 820. *Behavioral Management Theory (3 credits) (Fall)*

Required Capstone Course:

- GENBA 890. *Business Practicum (Both face-to-face and online format) (4 credits) (Spring)*

Typical Course Sequence for a Two-Year Program of Study:

- MANGT 870 - *Managing Animal Health Organizations* (Fall, year 1 only)

Business Tools Elective Courses (Select three courses from these five online courses):

- ACCTG 810. *Accounting Concepts and Analysis* (3 credits) (Fall, year 1)
- FINAN 815. *Managerial Finance I* (3 credits) (Spring, year 1 or 2, pr. Accgt810)
- MKTG 810. *Marketing Concepts and Research* (3 credits) (Spring, year 1 or 2)
- MANGT 810. *Operations Management and Analysis* (3 credits) (Spring, year 1 or 2)
- MANGT 820. *Behavioral Management Theory* (3 credits) (Fall, year 1 or 2)

Required Capstone Course:

- GENBA 890. *Business Practicum* (Both face-to-face and online format) (4 credits) (Spring, year 2 only)

Beginning the Program:

- MANGT 870. *Managing Animal Health Organizations* (3) Relevant theoretical concepts will be drawn from strategic management, management of change, human resource management, and the management of innovation to provide an intellectual grounding for understanding industry dynamics and the analysis of contemporary managerial challenges and issues for organizations in the animal health industry. *Special emphasis will be given to proposing strategic solutions to solve major problems that companies face in the animal health corridor.*

Select three of the following elective courses:

- ACCTG 810. *Accounting Concepts and Analysis*. (3) I. A study of the nature of business transactions; identifying relevant economic events for reporting; determining the most appropriate financial measures for those events; and analyzing the effects of those events on firm performance and financial condition. Pr.: MATH 205 or instructor permission.
- FINAN 815. *Managerial Finance I*. (3) II. Introduction to the process of value creation. Development of an understanding of the environment in which firms operate, including a discussion of financial markets and institutions and valuation financial system and analytical tools for decision making. Pr.: ACCTG 810 or instructor permission.
- MKTG 810. *Marketing Concepts and Research*. (3) II. Presents marketing concepts and marketing research concepts at the graduate level. Emphasis is directed toward managerial strategy development using marketing theories and applied marketing research techniques. Pr.: MATH 205 or 220 or instructor permission.
- MANGT 810. *Operations Management and Analysis*. (3) II. The study of the role of operations systems in the provision of value for the customer. Operations systems design, capacity determination, resource requirements planning and control, theory of constraints, supply chain management, quality management and control and project management are discussed and analyzed. Pr.: STAT 351 or STAT 702.
- MANGT 820. *Behavioral Management Theory*. (3) I, S. An in-depth analysis of the development of the behavioral bases of individual and group behavior in business, governmental, educational, and other organizations with emphasis on current research literature and applications. Pr.: Open only to students in graduate business degree or certificate programs or with permission of the instructor.

At End of Certificate Program:

GENBA 890. *Business Practicum* (4) The practicum is a means of demonstrating the interconnections between "theory" and "practice". By conducting a practicum project, executive students demonstrate the ability to apply concepts and ideas from their study of business to a practical matter of concern to their employing organization and business within that organization.

How the Proposed Course Sequence Meets Program Objectives:

With basic courses available in the four functional business areas, accounting, finance, marketing, and management, breadth of coverage in the basic areas of business will be offered with the understanding and practice of business skills. The emphasis in the two required courses on solving business problems and taking advantage of business opportunities that companies face in the animal health industry will customize the certificate program for executives employed in companies in the animal health corridor.

Entrance Criteria:

- (1) Applicant must submit an online application as non-degree student.
- (2) Applicant must have minimum of 3.0 advanced undergraduate GPA (advanced GPA is calculated using the last 60 credit hours) with undergraduate degree OR minimum of 3.0 graduate GPA.

Applicant with advanced GPA between 3.0 and 2.85 will be considered on a case by case basis for probationary admission in consultation with the Graduate School.

Notes:

- * Courses taken under this Certificate program may be applied to the MBA program upon application and acceptance into the MBA program.
- * The certificate program student must file his/her intent for the "Certificate" with the CBA Graduate Studies Office prior to the enrollment in the Business Practicum.
- * Restrictions: Permission of the Certificate Administrator is required if the applicant's residence is closer than 30 miles to the KSU Manhattan campus for any graduate MBA business course or concurrent enrollment in another graduate program other than the MBA program, if space is unavailable in regular classes on the Manhattan campus.

Maintenance Criteria:

Certificate program students must maintain a 3.0 cumulative GPA. If the student's GPA falls below a 3.0, he/she will be placed on probation. Failure to correct performance deficiency will result in being dismissed from the certificate program based upon recommendation of the certificate director. The student may petition for readmission then request to retake the recommended courses needed to improve the cumulative GPA. Course retakes must be approved by the CBA Director of Graduate Studies and the Graduate School. The student must also meet other graduate school requirements for a retake of a course included in the certificate program.

List of Classes Associated with the Certificate

Required Foundation Course:

- MANGT 870 -*Managing Animal Health Organizations (Both face-to-face and online format) (3 credits)*

Business Tools Elective Courses (Select three courses from these five online courses):

- ACCTG 810. *Accounting Concepts and Analysis (3 credits) (Fall)*
- FINAN 815. *Managerial Finance I (3 credits) (Spring)*
- MKTG 810. *Marketing Concepts and Research (3 credits) (Spring)*
- MANGT 810. *Operations Management and Analysis (3 credits) (Spring)*
- MANGT 820. *Behavioral Management Theory (3 credits) (Fall)*

Required Capstone Course:

- GENBA 890. *Business Practicum (Both face-to-face and online format) (4 credits)*

COMPLETE PROJECT NARRATIVE

Add: Graduate Certificate in the Management of Animal Health Related Organizations

Graduate Certificate in the Management of Animal Health Related Organizations

Educational Objectives:

The Graduate Certificate in the Management of Animal Health Related Organizations (GCMAHRO) program provides an opportunity for individuals to gain business skills and advanced business knowledge about management without having to participate in a full time, two-year MBA program. Students will learn how to use applied skills and attain an understanding of the basic functional areas of business and how each contributes to an effective business organization in the context of the animal health industry. The purpose of the certificate is to improve the effectiveness of companies in the animal health industry by educating employees and preparing them to take on more responsibilities and expand their career opportunities. The lead course will focus on the managerial challenges and dynamics of the animal health industry. This will be followed by business functional area courses that draw on examples from a range of industries. The certificate program will end with a detailed project that is based on a practical need in the employing organization. Students will propose strategic business strategies that will result in improved effectiveness for their company and make a formal presentation to their sponsoring organization.

Proposed Course Sequence:

The GCMAHRO program will consist of 16-credit hours and is designed to be flexible to the demands of working professionals. A foundation course and a capstone course are required of all students. Students also select a total of three additional courses from a menu of five course electives. The students should take the foundation course (MANGT 870: *Managing Animal Health Organizations*), beginning the program. MANGT 870 will be presented in a mixed format with both online and several face-to-face class sessions. This will focus on the unique demands and managerial challenges of the animal health industry. Students can take the three elective business tool online courses before, concurrently or following the foundation course. Two of the three elective courses should be completed prior to enrolling in the capstone course (GENBA 890), and the third elective course can be taken concurrently with GENBA 890. The final capstone course (GENBA 890: *Business Practicum*), is also presented in a format that includes both online and several face-to-face class sessions. All elective tool courses must be started before enrolling in this course. The capstone practicum course will use advanced marketing research techniques and advanced managerial strategies to address real business problems and create budgeted strategic solutions for a company in the animal health industry.

The five courses that will comprise the certificate are as follows:

Required Foundation Course:

- MANGT 870 - *Managing Animal Health Organizations (Face-to-face & online format) (3 credits)*

Business Tools Elective Courses (Select three courses from these five online courses):

- ACCTG 810. *Accounting Concepts and Analysis (3 credits) (Fall)*
- FINAN 815. *Managerial Finance I (3 credits) (Spring)*
- MKTG 810. *Marketing Concepts and Research (3 credits) (Spring)*
- MANGT 810. *Operations Management and Analysis (3 credits) (Spring)*
- MANGT 820. *Behavioral Management Theory (3 credits) (Fall)*

Required Capstone Course:

- GENBA 890. *Business Practicum (Both face-to-face and online format) (4 credits)*

Beginning the Program:

- MANGT 870. *Managing Animal Health Organizations (3) (Spring)*

Relevant theoretical concepts will be drawn from strategic management, management of change, human resource management, and the management of innovation to provide an intellectual grounding for understanding industry dynamics and the analysis of contemporary managerial

challenges and issues for organizations in the animal health industry. *Special emphasis will be given to proposing strategic solutions to solve major problems that companies face in the animal health corridor.*

Select three of the following elective courses:

- ACCTG 810. *Accounting Concepts and Analysis*. (3) I. A study of the nature of business transactions; identifying relevant economic events for reporting; determining the most appropriate financial measures for those events; and analyzing the effects of those events on firm performance and financial condition. Pr.: MATH 205 or instructor permission.
- FINAN 815. *Managerial Finance I*. (3) II. Introduction to the process of value creation. Development of an understanding of the environment in which firms operate, including a discussion of financial markets and institutions and valuation of financial assets. Provides a working knowledge of the financial system and analytical tools for decision making. Pr.: ACCTG 810 or instructor permission.
- MKTG 810. *Marketing Concepts and Research*. (3) II. Presents marketing concepts and marketing research concepts at the graduate level. Emphasis is directed toward managerial strategy development using marketing theories and applied marketing research techniques. Pr.: MATH 205 or 220 or instructor permission.
- MANGT 810. *Operations Management and Analysis*. (3) II. The study of the role of operations systems in the provision of value for the customer. Operations systems design, capacity determination, resource requirements planning and control, theory of constraints, supply chain management, quality management and control and project management are discussed and analyzed. Pr.: STAT 351 or STAT 702.
- MANGT 820. *Behavioral Management Theory*. (3) I, S. An in-depth analysis of the development of the behavioral bases of individual and group behavior in business, governmental, educational, and other organizations with emphasis on current research literature and applications. Pr.: Open only to students in graduate business degree or certificate programs or with permission of the instructor.

At End of Certificate Program:

GENBA 890. *Business Practicum* (4) The practicum is a means of demonstrating the interconnections between "theory" and "practice". By conducting a practicum project, executive students demonstrate the ability to apply concepts and ideas from their study of business to a practical matter of concern to their employing organization and business within that organization.

How the Proposed Course Sequence Meets Program Objectives:

With basic courses available in the four functional business areas, accounting, finance, marketing, and management, breadth of coverage in the basic areas of business will be offered with the understanding and practice of business skills. The emphasis in the two required courses on solving business problems and taking advantage of business opportunities that companies face in the animal health industry will customize the certificate program for executives employed in companies in the animal health corridor.

Resource Implications:

There are no negative resource implications for the College of Business Administration since the courses will be taught in an overload format.

Entrance Criteria:

- (1) Applicant must submit an online application as non-degree student.
- (2) Applicant must have minimum of 3.0 advanced undergraduate GPA (advanced GPA is calculated using the last 60 credit hours) with undergraduate degree OR minimum of 3.0 graduate GPA.

NOTES:

* Courses taken under this Certificate program may be applied to the Graduate Certificate of Business Administration or to the MBA program upon application and acceptance into the MBA program.

* The certificate program student must file his/her intent for the "Certificate" with the CBA Graduate Studies Office prior to the enrollment in the Business Practicum.

Maintenance Criteria:

Certificate program students must maintain a 3.0 cumulative GPA. If the student's GPA falls below a 3.0, he/she will be dismissed from the certificate program. The student may reapply to the program after retaking the recommended courses needed to improve the cumulative GPA. Course retakes must be approved by the CBA Director of Graduate Studies and the Graduate school. The student must also meet other graduate school requirements for a retake of a course included in the certificate program.

Statement of Need:

The certificate program will offer the KSU CBA an opportunity to be involved at the K-State's Beef Cattle Institute and to serve companies in the animal health corridor. The Beef Cattle Institute was created by a Targeted Excellence Initiative. The mission of the Beef Cattle Institute is to conduct research, teach courses (on campus and online) and internationally deliver outreach on these core issues to serve the beef cattle industry. It organizes faculty with related expertise to move forward with a range of animal health related research and educational initiatives.

There are many business, research, and education opportunities to partner and grow this region by combining the expertise of the faculty in the CBA and with the support of the faculty associated with the Beef Cattle Institute. The certificate program brings K-State's expertise to the animal health corridor to focus on commercially viable applied research and technology discovery in animal health, food safety and security, and other relevant areas.

The Beef Cattle Institute and the CBA in partnership will provide a gateway to K-State's broad capabilities and resources on the Manhattan campus. Underlying all these areas of technology discovery and commercialization is education and workforce development in the animal health and nutrition industry. Animal health corridor companies account for nearly 34 percent of total sales in the \$16.8 billion global animal health market. More than 120 companies are located in a region stretching from Manhattan, Kan., to Columbia, Mo., provide product development, manufacturing, distribution or support services to the industry, employing more than 5,000 people, including 500 researchers. They range from industry giants like Bayer HealthCare's Animal Health Division, maker of such things as industry-leading flea medication Advantage and Advantix, to specialty firms like Crest Flavor Co., which produces pet food additives. Four of the world's top 10 animal health companies are either based in the area or use Kansas City as their U.S. headquarters, including Bayer, Boehringer Ingelheim Vetmedica, Fort Dodge Animal Health and Intervet Inc.

This certificate program will serve the educational needs for business administration and the Beef Cattle Institute that is strongly desired by organizations in the Animal Health Corridor. Two recent studies of several thousand veterinarians and a study of sales representatives in the animal health corridor industry indicate there is strong demand for the type of educational experience encompassed in the certificate program. Faculty associated with the Beef Cattle Institute will serve as guest instructors in Mangt870 and Genba890 as well as provide consultation to faculty teaching other courses of the certificate. The director of the Beef Cattle Institute will also provide assistance with the marketing of the certificate to organizations having employee training needs consistent with the student learning objectives of the certificate.

Target Markets:

- (1) An outreach to individuals currently employed in the veterinary profession, Animal Health Corridor organizations, or supply chain organizations related to the animal health industry. Graduate business courses give those employed in these organizations a graduate level exposure to basic business functions and skills as well as a program that is customized to their industry.
- (2) Graduate students on-campus in other programs who are unable to enroll in on-campus classes because of a lack of space.

Certificate Administration:

Dr. Jeff Katz, Associate Dean and Director of Graduate Studies
107 Calvin Hall
KSU CAMPUS

He will be responsible for admissions processing and student advising.

Graduate Faculty Members Contributing to the Program:

Kevin Gwinner, Professor of Marketing
Bruce Prince, Professor of Management
David Andrus, Professor of Marketing
Eric Higgins, Associate Professor of Finance
John Morris, Assistant Professor of Accounting
Brian Niehoff, Professor of Management
Chwen Sheu, Professor of Management

Requested Effective Date:

Fall 2009

Delivery Method:

The program will be delivered using a combination of online learning experiences and limited face-to face classroom experiences. The classroom experience for MANGT 870 and GENBA 890 will be on-line and/or on campus on two Saturdays. The two Saturday class periods will each last five hours. The remaining 40 hours of equivalent contact time for GENBA 890 and 27.5 contact hours for MANGT 870 will be conducted online from the KSU campus. The courses will be taught on an overload basis by the aforementioned faculty.

Role of DCE in the Certificate Program:

DCE will help market the program to companies in the animal health corridor and to veterinarians. DCE will also fund course modification costs for existing courses and the development costs for the new courses, and manage student enrollment and interface with KSOL.

**Template
Certificate Program
Assessment of Student Learning Plan
Kansas State University**

X Check the box if your program's student learning outcomes have been modified since November 2003. If so, please email (apr@ksu.edu) or attach a hard copy to this document. (SLOs are attached at end of this Assessment Plan)

A. College, Department, and Date

College: College of Business Administration
 Department: Graduate Studies
 Date: January 1, 2009

B. Contact Person(s) for the Assessment Plans

Jeff Katz, Director of Graduate Studies

C. Certificate Program

Graduate Certificate in the Management of Animal Health Related Organizations

D. Assessment of Student Learning Three-Year Plan

1. Student Learning Outcome(s)

Demonstrate an understanding of the functional areas of business and how each contributes to an effective business organization in the context of companies in the animal health corridor.

Apply knowledge of business to the identification and analysis of a company problem to improve the effectiveness of the organization.

Relationships to K-State Student Learning Outcomes (inserts the program SLOs and check all that apply):

| Program SLOs | University-wide SLOs (Graduate Programs) | | | Program SLO is conceptually different from university SLOs |
|---------------------------------------------------------------|------------------------------------------|--------|------------------------------------|------------------------------------------------------------|
| | Knowledge | Skills | Attitudes and Professional Conduct | |
| Understanding of functional areas of business | XX | | | |
| Applying knowledge of business to improve company performance | | XX | | |

2. How will the learning outcomes be assessed? What groups will be included in the assessment?

| Learning Outcomes | Direct | Indirect | Who will be Assessed? |
|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------|---------------------------------------------------------------------------------------------------------|
| General knowledge of functional areas of business and managerial challenges of the animal health industry | Written analyses of course cases | Survey of students completing the certificate | All certificate students in MANGT 870, Managing Animal Health Organizations and functional area courses |
| Applying knowledge of business to improve the effectiveness of a company | Selected assignments in courses and capstone practicum project | Satisfaction survey | All certificate students in GENBA 890, Business Practicum: |

3. When will these outcomes be assessed? When and in what format will the results of the assessment be discussed?

| Learning Outcomes | 2009 and 2010 | 2010 and 2011 | Baseline |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| General knowledge of functional areas of business and managerial challenges of the animal health industry | 1. Develop business cases 2. Identify direct measures in rubric form | Administer cases, measure student performance and compare with rubric | A baseline rubric for learning outcomes will be developed and discussed with faculty teaching the certificate courses. |
| Applying knowledge of business to improve the effectiveness of a company in the context of the animal health industry | 1. Develop course assignments 2. Identify direct measures for student performance in rubric form 3. Identify practicum assignments | Administer selected course assignments and assessment of final project in certificate program | A baseline will be developed and discussed with faculty teaching the certificate courses. |

4. What is the unit's process for using assessment results to improve student learning?

| Learning Outcomes | Improvement Plan |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General knowledge of Functional areas of business and managerial challenges of the animal health industry Applying knowledge of business to improve the effectiveness of a company in the context of the animal health industry | The college maintains an active Graduate Studies Committee of faculty teaching courses in the certificate program. Data from the assessment processes (direct and indirect) will be summarized and discussed at the summer committee meeting. Changes to the certificate curriculum, course content, and assessment processes will be discussed with plans for implementation during the following year. |

Student Learning Outcomes
Graduate Programs
College of Business Administration
Graduate Certificate in Organizational Leadership

It is expected that students with a Graduate Certificate in Organizational Leadership will have the following:

Demonstrate an understanding of the functional areas of business and how each contributes to an effective business organization in the context of companies in the animal health corridor.

Apply knowledge of business to the identification and analysis of a company problem to improve the effectiveness of the organization.