ACADEMIC REQUEST FORM (LEVEL I AND II) (4/16)

Please attach/submit additional documents as needed to fully complete each section of the form. Deadlines and instructions can be found on the Office of the Provost's curriculum website.

Proposals for a NEW degree or center require notification in advance of this proposal. See the Office of the Provost's curriculum website for information.

I. DEPARTMENT / PROGRAM

Dept. of Management and Marketing, major: Management

II. SUMMARY OF CHANGE REQUESTED

The department proposes to change the name of one of its three undergraduate majors from "Management" to "Management & Entrepreneurship" (M&E). Given increasing interest in the topic in the nation and on campus as well as student demand, we suggest making Entrepreneurship a more noticeably represented topic in UM’s and SoBA’s curriculum.

III. ENDORSEMENTS AND APPROVALS

Requestor: Klaus Uhlenbruck
Signature
Phone/Email: 243-6523, klaus.uhlenbruck@umontana.edu
Program Chair: Klaus Uhlenbruck
Signature
Other Affected Programs:
Signature Date

Dean:
Signature Date

Graduate School Dean (If Graduate Level)
Signature Date

Library Dean (Req. for #11 below only)
Signature Date

Resources included in the proposal are sufficient to adequately support the new program’s library needs.

Provost:
Signature Date

IV. TYPE OF PROPOSAL

Any additional required forms are listed after each type of proposal and must accompany this form. Proposals for a new degree or center require notification in advance of this proposal. See the Office of the Provost’s curriculum website for information and instructions.
Level I Proposals:

- 1a. Placing a program into moratorium (Program Termination Form)
- 1b. Withdrawing a program from moratorium
- 2. Adding, retitling, terminating or revising a campus certificate of 29 credits or fewer
- 3. Adding a BAS/AA/AS Area of Study
- 4. Offering an existing program via distance or online delivery
- 5. Retitling an existing postsecondary educational program
- 6. Terminating an existing postsecondary educational program (Program Termination Form)
- 7. Consolidating existing postsecondary educational programs (BOR Curriculum Proposal Form)
- 8. Adding a new minor where there is a major or option in a major (BOR Curriculum Proposal Form)
- 9. Revising a program substantially (e.g. changing program focus) (BOR Curriculum Proposal Form)
- 10. Adding a temporary Certificate or AAS Degree Program Approval limited to 2 years

Level II Proposals:

- 11. Establishing a new postsecondary educational program (Curriculum Proposal and Reviewed Intent to Plan Form)
- 12. Exceeding the 120 credit maximum for baccalaureate degrees Exception to policy 301.11
- 13. Forming a college, division, school, department, institute, bureau, center, station, laboratory or similar unit (Curriculum Proposal or Center/Institute Proposal and Reviewed Intent to Plan Form)
- 14. Eliminating or consolidating a college, division, school, department, institute, bureau, center, station, laboratory or similar unit.
- 15. Retitling a college, division, school, department, institute, bureau, center, station, laboratory or similar unit.

V. CIP CODE (CLASSIFICATION OF INSTRUCTIONAL PROGRAMS)

The BOR requires a CIP Code (Classification of Instructional Programs) for tracking and reporting of degrees. Use the CIP Code website to identify the most applicable code: 

VI. METHOD OF DELIVERY

Will more than 50% of the proposed program be delivered via online or distance methods?

- Yes ☒ No

VII. CATALOG LANGUAGE

Management and Marketing Department

Klaus Uhlenbruck, Chair

The Department of Management and Marketing offers three majors within the Bachelor of Science in Business Administration: International Business, Management & Entrepreneurship, and Marketing.
Undergraduate Degrees Available

<table>
<thead>
<tr>
<th>Subject</th>
<th>Type</th>
<th>Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing</td>
<td>Certificate of Art</td>
<td></td>
</tr>
<tr>
<td>Entertainment Management</td>
<td>Certificate of Art</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Certificate of Art</td>
<td></td>
</tr>
<tr>
<td>Management and Entrepreneurship</td>
<td>Bachelor of Science</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>Bachelor of Science</td>
<td></td>
</tr>
<tr>
<td>Sustainable Business Strategy</td>
<td>Certificate of Art</td>
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</tbody>
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Course Descriptions

Business Admin
- BADM ...

Business: Management and Entrepreneurship
- BMGT ....

Management & Entrepreneurship (M&E) B.S.

Bachelor of Science – Management & Entrepreneurship

School of Business Admin

Catalog Year: 2015-2016
Degree Specific Credits: 77 ....

**Note:** All upper major-core courses must be completed before the capstones can be taken. Take BMGT 340 in the first semester in the upper-division major as it is a prerequisite course for many management M&E Major courses.
A student must be listed as a major or minor in business to take these courses. Major or minor in business is defined as junior standing with all primary lower core courses completed, a 2.0 cumulative GPA, and formally admitted to the major or minor.

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**Management and Entrepreneurship Major - Requirements**

**Rule:** All courses are required....

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**Management and Entrepreneurship Major - Electives**

**Rule:** Take 12 credits from the list below.....

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**VIII. JUSTIFICATION**

There are several reasons for this proposed change. First, this major has for many years been offering entrepreneurship courses and three of its six tenure-track faculty members specialize in entrepreneurship and two others have an interest in the topic and have taught related courses. Accordingly, students in the School of Business Administration (SoBA) interested in Entrepreneurship will likely choose Management as their major. Second, during the past academic year, Senate approved making one of our Entrepreneurship classes (BMGT 448) a required major course. We also offer several Advanced Entrepreneurship Seminars (BMGT 458) and the department offers a Certificate in Entrepreneurship. Third, SoBA hosts the Ruffatto Business Startup Challenge every spring as well as the Fall Startup Pitch Competition, major state-wide academic and student development events for which the Management major prepares students. Fourth, entrepreneurship has become a topic of increasing importance for UM, as announced by President Engstrom during his address to UM last October. Likewise, “Entrepreneurship” is one of UM’s topic buckets, together with “Business”. With the start of the Blackstone Launchpad, UM also has made investments in this topic area. Further, there is a fairly new Entrepreneurship student club on campus. Finally, “Entrepreneurship” has become a separate major at numerous universities across the country as the subject has become increasingly prominent in our economy. Unfortunately, we do not have the resources to offer a separate Entrepreneurship major, but at least anticipate offering additional related courses once resources allow this.

We anticipate this change will have a positive impact on UM’s reputation as a university dedicated to entrepreneurship, but otherwise should have no impact on other programs.
IX. SUBMISSION

Submit a hard copy of this form with all required signatures to the Office of the Provost. Please also submit an electronic copy of this Word document, along with all other required BOR forms (in Word) to jasminezink.laine@mso.umt.edu

- After approval by the Provost, the proposal will be submitted to the Faculty Senate Office.
- After approval by the appropriate Curriculum Committee (ASCRC or Graduate Council), the full Faculty Senate must approve the proposal.
- Upon Faculty Senate approval, the Office of the Provost will submit the proposal to OCHE for the next possible OCHE/BOR meeting.
  - Note that BOR and internal UM deadlines require submission quite in advance of the BOR meeting.
- The Office of the Provost will notify the proposer once the change has been approved by OCHE/BOR.